TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Canadian & Foreign $6.00 the Year

JANUARY 12, 1942
Published every Monday, 53rd issue (Yearbook Number) Published in February

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WASHINGTON, D. C.

PUBLIC LIBRARY
JAN 12 1942
DETROIT

CAVITIES FILLED . . .

TEETH REPLACED

OUR JOB—come to think of it—*is* dentistry in a way.

We do an excellent job on cavities, for instance. Market cavities, we might add.

There was the man who had to crack Philadelphia or the job wouldn't jell. In a little less than 10 months WOR not only opened the Philadelphia market, but this man's sales there were 25% of his *high* New York total!

We put teeth in old products, too. Like the article launched in 1897 that was slipping faster than it grew. In a few weeks WOR stabilized sales; jumped them 10%, cut this sponsor's advertising cost in half.

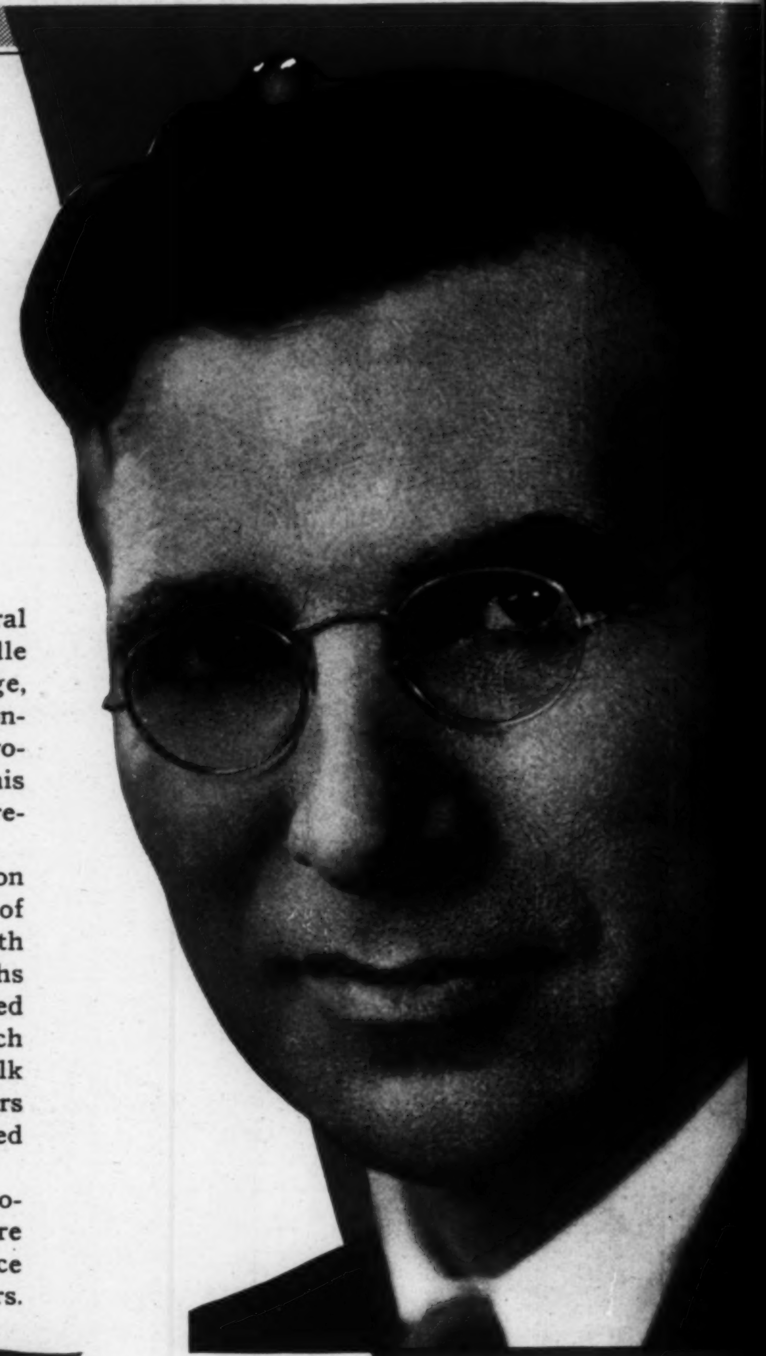
It *might* be because more families listen to WOR★. It *might* be because these families . . . but you get the idea.

That power-full station **WOR**

★ *From the first 4-month analysis of 25,000 face-to-face interviews—with all kinds of listeners in all kinds of homes—made for the "WOR Continuing Study of Radio Listening in Greater-New York."*

ART PAGE

is Always There!



WHEREVER any major agricultural event is taking place in the Middle West, *there* you will find Art Page, farm program director of WLS and conductor of the noontime "Dinnerbell" program. In the first eight months of this year, "Dinnerbell" was broadcast by remote control 34 times.

Listeners have learned to depend upon WLS not only for on-the-spot coverage of major events, but for cooperation with their own organizations. In eight months the WLS "Dinnerbell" program presented speakers from 160 organizations of such importance to farm folks as the Pure Milk Association, 4-H Clubs, Future Farmers of America, Farm Bureaus and the United States Department of Agriculture.

"Dinnerbell" is just one part in our program of constructive service to agriculture —a service which has gained the confidence of listeners for us and for our advertisers.

ARTHUR C. PAGE

Farm program director of WLS, Mr. Page has been in radio since 1923. He has conducted the "Dinnerbell" program on WLS for 11½ years, has been Associate Editor of Prairie Farmer for 15 years.

WLS

CHICAGO

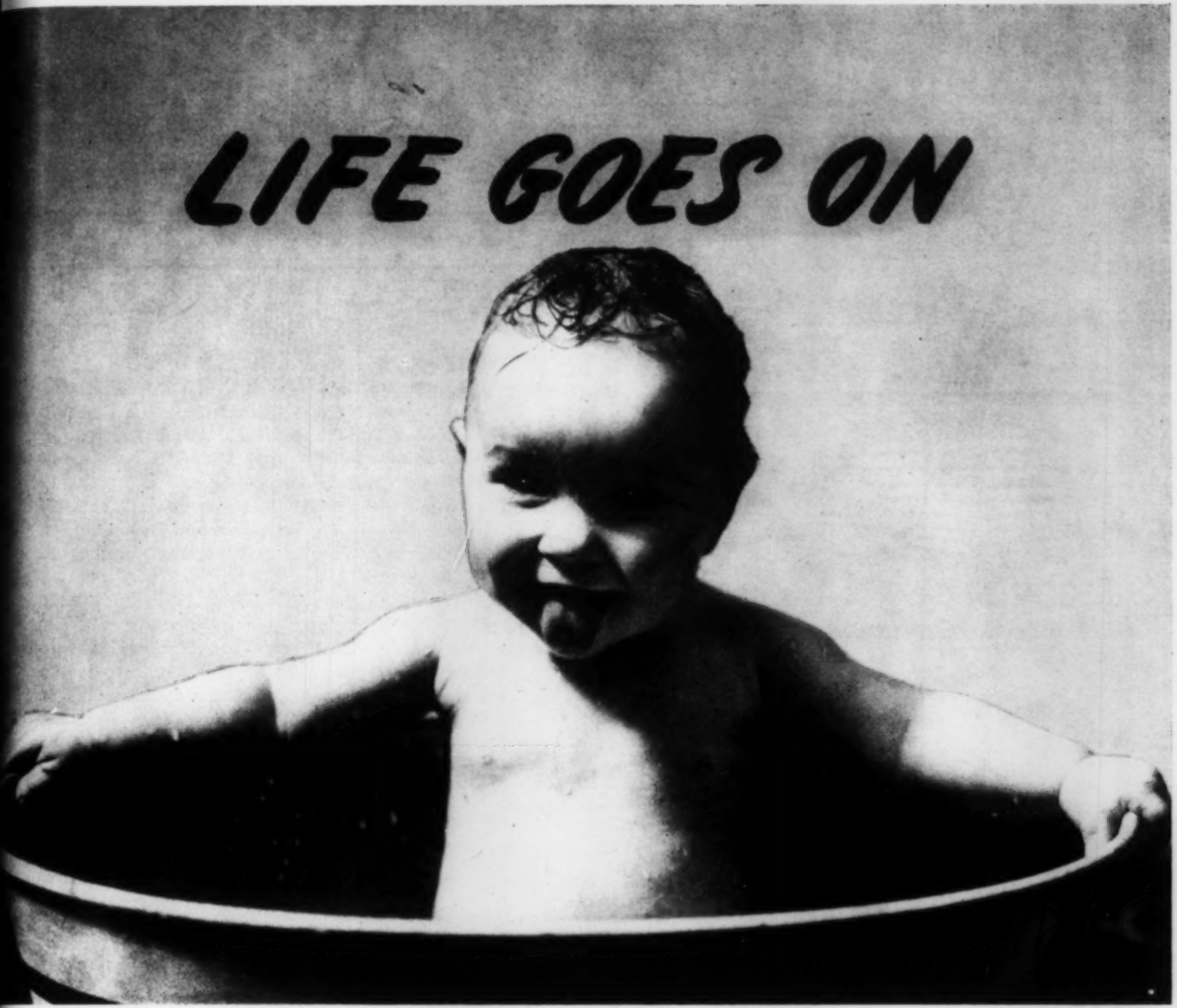
890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUG



FOR THE DURATION, there will be the important tasks of supplying the necessities of life, guarding the health of the nation, maintaining the morale, and managing the thousand other things which outlast "business-as-usual".

That's how advertising will continue to serve our nation at war, by performing the essential functions required of it. Life goes on, and advertising will rise to the new responsibilities of a wartime economy.

Here in Connecticut's Major Market, WDRC will do its best to render a public service which is keyed to the nation's best interest.

BASIC CBS FOR CONNECTICUT

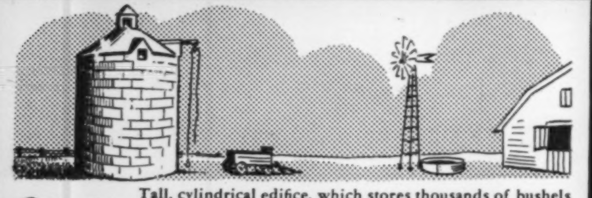
COVERAGE PROGRAMS RATE
GET ALL 3 ON WDRC

WDRC

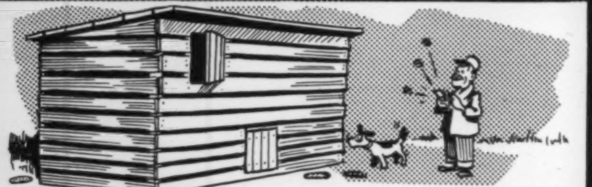
CONNECTICUT'S PIONEER BROADCASTER

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

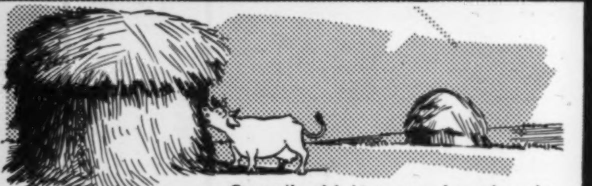
Pri-mary Read-er for Time Buy-ers



SILO: Tall, cylindrical edifice, which stores thousands of bushels of valuable crops until the market is right for the farmer. Most Nebraska silos now are empty, because market prices are the best in years!



CORN CRIB: Storage bin to keep corn. Infrequently used, because Nebraska farmers aren't keeping corn—they're *selling* it almost faster than it can grow.



HAYSTACK: Great pile of fodder, cut and cured on the farm. Very inexpensive to raise. Livestock loves it and fattens thereon. After which, stockyard gives farmer equally fat check for same. More profit for farmer to enter in his...

CASH BOOK
ITEM
DR
CR
BAL
100.00
99.50
.25¢
250.00
75.00
175-
.50¢
403.00
390.00
1.25
125-
97.
64
207
1885.

CASH BOOK:

Ledger in which an account is kept of receipts and disbursements of money.

Nebraska farm families are receiving far more money for their crops, corn and livestock than they are disbursing for overhead and luxuries. They have an immense amount of cash on hand, and they'll spend this cash for your products, if you tell them what you have.

Tell them over *their* station, KFAB! You *need* KFAB, to do a complete job of selling the prosperous farm markets throughout Nebraska and her neighbors!

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS
use
KOIL
OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

January 12, 1942

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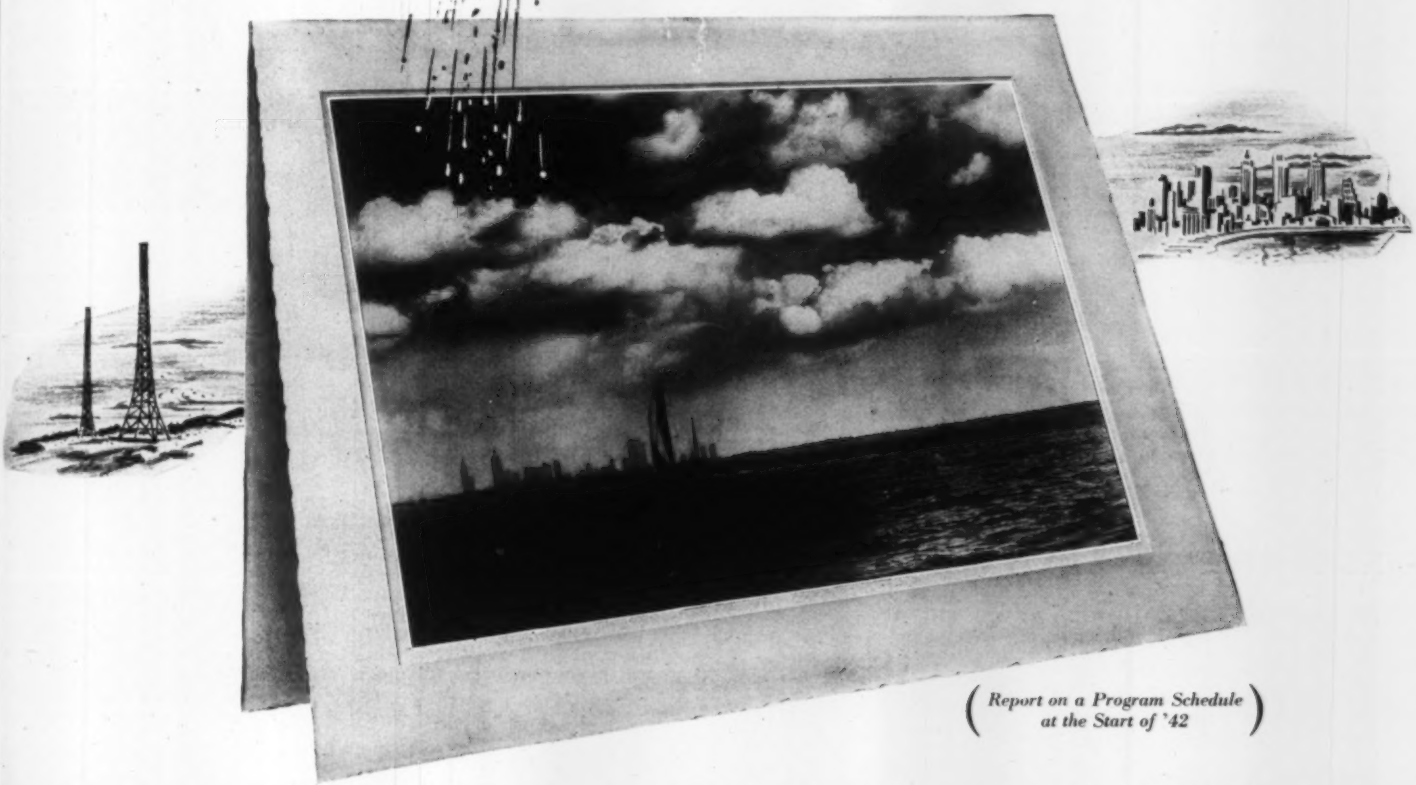
Here's Why Washington Prefers
WOL

ALL THE NEWS-ALL THE TIME
RICHARD EATON
GABRIEL HEATTER
WALTER COMPTON
B. S. BERCOVICI
JOHN B. HUGHES
BOAKE CARTER
FULTON LEWIS, JR.
CAL TINNEY
RAYMOND GRAM SWING
ARTHUR HALE
FRANK BLAIR (F.Y.I.)
ROYAL ARCH GUNNISON
LEON PEARSON
McCLELLAND VAN DE VEER

WOL Provides the Most Thorough and Accurate Coverage of News Events With This Notable Cast of Outstanding Commentators.

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

A Shaker-full of Pepper for the
WEAF "SALT WATER WAY"



(*Report on a Program Schedule at the Start of '42*)

It was just fourteen months ago that WEAF's new transmitter first spoke across the waters of salty Long Island Sound. It made headlines the way it zoomed WEAF programs New York-ward ten times harder than they had ever been zoomed before, as WEAF engineers flexed 50,000 watts to their fullest strength with the new "salt water way."

Since then though, it's WEAF's *program* experts that have been making the headlines. Reflecting real programming "touch" and an understanding of the New York listener, they seasoned WEAF's local program schedule with many new top-ranking programs during 1941. For example:

More New Programs—Two new fifteen-minute ones—at noon and at 6:15 P. M. Also other shorter news spots making all-complete WEAF's dawn to midnight news service.

Mary Margaret McBride—The pioneer and first lady in the field of programs for women.

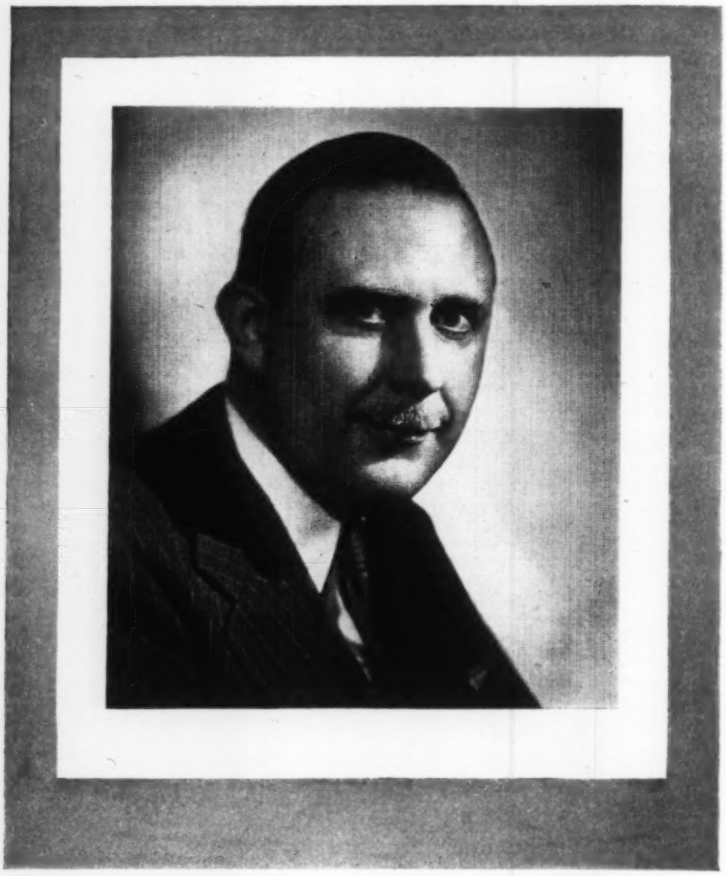
Studio X—One of the most humorous shows on the air today, with Budd Hulick and Ralph Dumke.

These are just three of the 1941 additions to WEAF's *local* schedule. Add Isabel Manning Hewson's "Morning Market Basket" (a food show), the "Spice of Life," and the rest. Figure in other past and planned improvements. Put all these things together, and you have a station that's streamlined to set new records in 1942 . . . a rocket for your product's sales curve in the World's Richest Market. Today is the best time to tie up with it, with

WEAF

NEW YORK • 50,000 Watts • 660 Kc
Key Station of the NBC Red Network

ONE OF A SERIES PRESENTING THE MEN WHO MAKE SONOVOX SERVICE



Graduate,
U. S. Naval Academy
Continuity Department,
N. B. C. (Eastern Division)
Radio Department,
Joseph Katz Company
Director of Radio,
Fletcher & Ellis, Inc.
Continuity Editor,
N. B. C. (Midwestern Division)
Director of Radio,
Sherman K. Ellis & Co.
Joined Wright-Sonovox, Inc.—November, 1941

—and this is LAWRENCE HOLCOMB, our Eastern Manager!

A few months ago, when Sonovox was first demonstrated to radio and agency executives in New York, Larry Holcomb was one of the first big-agency men who really *saw* the tremendous possibilities of "talking sound", in radio. In fact, Larry not only *saw* the whole idea—he practically went overboard about it! So when the furor about Sonovox developed to the point where we needed an Eastern Manager, Larry Holcomb was naturally a perfect "natural" for us!

Sonovox, as by now you must know, is the astonishing new acoustic development with which sounds of almost every sort can be made to articulate *actual words*, on the radio. By putting words into the actual "voices" of apt or attractive sound effects, Sonovox transforms the conventional routine commercial into a real entertainment feature. *Sonovox puts life and attention-value into radio selling!*

Today a lot of the smartest radio advertisers in the business are climbing aboard the Sonovox soundwagon. Let us tell you about it. Write us direct, or ask your nearest F&P office.

WRIGHT-SONOVOX, INC.

180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *247 Park Ave.* Plaza 5-4131 **DETROIT:** *New Center Bldg.* Trinity 2-8444 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 2 WASHINGTON, D. C., JANUARY 12, 1942 $5.00 A YEAR—15c A COPY

Blue Network Now Operates Independently

Ultimate Sale to Outside Interests Seen; Woods, President; Kobak, Executive V-P

For biographical material on Blue Personnel see page 44

FORMATION of Blue Network Co. Inc., a separate, wholly-owned subsidiary of RCA, was announced Friday by David Sarnoff, president of RCA and chairman of the board of NBC, following a joint meeting of the board of directors of RCA and NBC. Mr. Sarnoff stated that incorporation papers for the new company were filed Friday at Dover, Del.

As its first step in independent operation, the new company applied Friday to the FCC for transfer of licenses to operate WJZ, New York, WENR, Chicago, and KGO, San Francisco. Licenses are now held by RCA and these Blue key stations are being operated by NBC as agent for RCA. Until Dec. 24, when the FCC granted a transfer of licenses to RCA, these stations had been owned and operated by NBC.

Meeting of Board

Blue Network Co. Inc., Mr. Sarnoff stated, will continue without interruption the programs and business heretofore carried on by the Blue network division of NBC. The board of directors of the new company met Friday afternoon and elected Mark Woods as president and Edgar Kobak as executive vice-president.

Niles Trammell, president of NBC, who will continue in that capacity, was elected chairman of the new company's executive committee, which includes Mr. Woods and Mr. Kobak as members.

Mr. Woods is serving both as president and chairman of the board. Mr. Kobak, as executive vice-president, also will sit on the board, along with Lunsford P. Yandell, vice-president and treasurer, John Hays Hammond Jr., Joseph V. Heffernan and Charles B. Jolliffe, the latter former FCC chief engineer and now chief engineer of RCA Frequency Bureau.

Blue officers, in addition to Messrs. Woods, Kobak and Yandell, include Phillips Carlin, vice-president in charge of programs, and Keith Kiggins, vice-president in charge of stations. Virtually all of the major executive offices have been filled by President Woods, though a number of new appointments will be made in the immediate future. Positions filled include Robert Saudek, assistant to the executive vice-president; John H. Norton Jr., stations relations manager; Hugh M. Feltis, station contact representative; Philip I. Merryman, engineering consultant to the stations department; Edwin R. Borroff, central division manager; Fred M. Thrower Jr., general sales manager; George M. Benson, eastern sales manager; Tracy Moore, western sales manager; Bert J. Hauser, sales promotion manager; Earl Mullin, manager of the publicity department; George Milne, chief engineer; Dorothy Kemble, continuity acceptance editor; Edward F. Evans, research manager; D. B. Van Houten, office manager; Murray B. Grabhorn, national spot sales manager; John H. McNeil, manager of WJZ; James Rynd, sales service manager.

Deals Discussed

Ultimate disposition of the network either to outside interests or through a pro-rata stock distribution to RCA stockholders is foreseen. A number of propositions, it is known, have been made to RCA for acquisition of the network as an entity, but these have not crystallized to the point where any sale is in immediate prospect, it was learned.

Published reports stated that Dillon Reed & Co. had been negotiating for outright purchase of the network, while in other quarters it was stated that both Lehman Bros. and Chatham-Phoenix banking interests had submitted propositions. The name of Marshall Field 3d, Chicago merchant and publisher, also has been mentioned in connection with a possible Blue acquisition, as well as that of George Allen, New York and Washington insurance executive, as the head of a syndicate.

Fly to Speak

FCC Chairman James Lawrence Fly, at the invitation of Niles Trammell, NBC president and chairman of the executive committee of the Blue Network, will address the general meeting of affiliates in Chicago Jan. 15. Chairman Fly has not decided on his topic, save that it will relate to independent operation of the Blue. He said that if he could "help constructively" in the reorganization process, he would be happy to do it.

Messrs. Sarnoff and Trammell conferred with Chairman Fly last week regarding the projected Blue Network plans. The anouncement of the formation of the new company coincided with the FCC's understanding of projected developments, it was learned.

Following the announcement of his election as president of Blue Network Co. Inc., Mr. Woods said:

"In 1938 first steps were taken toward the setting up of the Blue network as an independently operated broadcasting unit. One by one during the three years which followed, separate departments have been established to supervise Blue Network operations.

"To maintain and enhance its program standards, the Blue Network will avail itself of the counsel of an advisory committee representing seven regions into which the United States has been divided for broadcast purposes. Members of the committee have been elected by the independent stations affiliated with the network."

Trammell's Comment

Commenting on the formation of the new company, Mr. Trammell stated:

"A meeting of the affiliate stations of the Blue Network has been called for Jan. 15 in Chicago at which time the policies and operations of the network will be taken up with the affiliates.

"The Blue Network will continue to be housed in its present locations pending the establishment of permanent quarters elsewhere, and certain of its routine operations will be carried on by NBC until the new company has established its own facilities. The segregation of the Blue Network from NBC will occasion the transfer of approximately 500 employes, practically all arrangements for this transfer having been completed.

"NBC will continue uninterruptedly the maintenance of its Red Network broadcasting service which includes the operations of stations WEAF, New York; WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; KOA, Denver, and KPO, San Francisco, and its service to 136 independently owned affiliated stations. NBC also will maintain its international broadcasting service, its radio recording service, and its development n the fields of television and frequency modulation.

"The vital an dessential services of network broadcasting in this period of war will continue to serve the American listeners, the affiliated stations and advertisers. NBC and the new management of the Blue Network have rededicated themselves to this objective."

Every effort will be made to complete the segregation of Blue personnel by Feb. 1, it was said.

Reports of Deals

Reports that negotiations had been carried on in recent weeks with Dillon, Read & Co., Wall St. brokerage firm, regarding an outright sale of the Blue Network to the investing public, were emphatically denied by NBC executives who said that while they had been approached some months ago regarding such a plan there had been "no conversations, let alone negotiation". It was pointed out that until the Blue Network has operated independently for at least several months it would be impossible to place a price on the network, since the price must obviously be figured on a basis of income and operating costs.

RCA executives declined to comment on those reports or on the story that, if the Blue were not sold through an investment house, RCA would assign a value to the Blue and issue capital stock against assets, which stock would then be distributed on a pro rata basis to RCA stockholders.

Formal Censorship Rules to Be Issued

Ryan Gets Views of Industry Groups; Regulations for Press Are Drafted

FORMAL rules and regulations governing the handling of news and other broadcasts having a war aspect will be issued next week by the Office of Censorship, following a week of industrywide conferences with J. Harold Ryan, Assistant Director of Censorship for broadcasting.

The regulations will evolve from the pooling of ideas and suggestions advanced by all elements in the industry, plus those drafted by Mr. Ryan himself, Byron Price, director of censorship, and other sources. Conferences were in progress all last week between Mr. Ryan, members of the NAB code committee and the NAB board of directors; representatives of the three major networks, and other industry trade groups.

Formal Regulations

Whereas originally it had been intended the regulations would be voluntary and in the nature of "self-censorship," it was finally decided that formal regulations should be issued, incorporating so far as possible the industry suggestions. High praise for the manner in which the industry has collaborated in the voluntary censorship work has been voiced by Mr. Price and his associates.

Regulations governing the press simultaneously are being drafted and are expected to be announced shortly. These are being handled by John H. Sorrells, of New York, Assistant Director of Censorship for the Press, named last month along with Mr. Ryan. Both the press and radio, it is understood, are being treated alike as parallel media. The broadcasting code, however, because of the complexity of operation, probably will be more detailed.

Because radio has lived in an atmosphere of regulation for some 15 years, it is evident the censorship office is experiencing less difficulty in its dealings with the medium than with the press. Despite this, it has been determined that censorship standards evolved, even with the collaboration of the media affected, should be promulgated by the Government rather than invoked on what would amount to a "self-censorship" basis.

Confers With Officials

Both the radio and press codes will emphasize the procedure in handling of weather data, troop movements, ship departures and arrivals and like information that would tend to convey to the enemy information of a valuable nature. All dangers inherent in release of information peculiar to war operations will be covered, so far as possible.

Mr. Ryan met in Washington Monday with representatives of the networks and the Army radio branch, following conferences the preceding week with NAB President Neville Miller, network representatives and individual broadcasters who had ideas to advance.

The Monday luncheon session was with Ed Kirby, chief of the Radio Branch of the Army, and his assistant, Jack Harris; Paul W. White, and A. A. Schechter, public affairs and news directors of CBS and NBC, respectively; and Frank M. Russell and Harry C. Butcher, NBC and CBS Washington vice-presidents, Fred Weber, MBS general manager, conferred with him later in the afternoon. Memoranda, codes and documents prepared by the networks for the guidance of their news staffs were delivered to Mr. Ryan.

In New York last Wednesday, Mr. Ryan met in the office of Mr. Weber with Messrs. White, Schechter, Weber and Bill Slater, WOR-MBS newsmen, for further discussion. That evening he attended a dinner with the NBC-Red advisory committee, at which he was honor guest.

Working on the same preliminary plan, the NAB code committee met in Washington last Wednesday at the call of NAB President Miller and the committee chairman, Earl J. Glade, KSL, Salt Lake City, preparatory to the NAB board sessions the following two days to consider war emergency measures. Suggestions evolved by the committee and subsequently approved by the board likewise were turned over to Mr. Ryan.

Suggestions also were expected from Network Affiliates Inc., National Independent Broadcasters, Clear Channel Broadcasting Service and other industry groups.

Originally, the plan was to complete drafting of the new regulations last week, with immediate promulgation. Simultaneous development of the press code, however, plus the late meetings of the NAB board, forestalled immediate action.

Danger of Extremes

Throughout the week's discussions, it was repeatedly emphasized that there are dangers inherent in "over-regulation" and that stations had to exercise caution lest they seriously affect the medium by going to extremes. Handling of the raw material going into broadcasts, with emphasis on open microphones and man-on-the-street types, provided the primary basic consideration.

Starting from scratch on news, it was realized that domestically practically the same raw material goes to newspapers and stations, since press associations supply that need. In local reporting, however, where stations maintain their own news staffs, surveillance must be kept at high peak to avoid improper material.

One of the difficulties encountered in the evolution of the regulations on a self-censorship basis was the fact that there was no one group which could speak for the entire industry, it was pointed out by the Censorship Office. But by procuring composite viewpoints from the NAB, the networks and the other trade groups, it was thought a satisfactory solution will be found.

Mr. Ryan temporarily has brought to Washington Bob Richardson, production manager of WSPD, Toledo. The station is one of the Fort Industry group headed by Mr. Ryan as vice-president ond general manager. Mildred Cogley, secretary to George W. Smith, general manager of WWVA, Wheeling, has joined Mr. Ryan as his assistant. The station also is one of the Storer group.

Separate Daylight Saving Bills Approved by House and Senate

WITH speed the keynote after President Roosevelt's flat declaration of the need for daylight saving time as a wartime measure, both the House and the Senate last week rushed through legislation providing for the establishing of DST, following the pattern established in World War I.

In a flurry of activity coming after the DST proposition had lain dormant for months due to disinterest on the part of Congress, both houses within a few days hurried through committee approval of two different versions of DST legislation and promptly approved separate bills.

Difference in Bills

The Senate passed its bill (S-2160) last Wednesday, providing discretionary power in the President to advance the clocks of the nation not more than two hours "during the continuance of the present war and for a period not to exceed six months thereafter". The measure was introduced by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, which had reported it the preceding day.

The House bill (HR-6314), introduced by Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, and passed by the House last Friday, differs from the Senate measure in that it establishes one-hour DST on a universal, nationwide basis for the duration, without vesting any discretionary powers in the President.

From radio's point of view the House bill answers their prayers regarding daylight saving time. Although the NAB in its appearances before the House committee last fall during public hearings on DST proposals took no position one way or another as between standard and fast time, it pointed out that if there was to be DST, radio favored a universal system, preferably year-round.

All this is provided in the House bill. It also could be true of the Senate bill, although the discretionary power delegated to the President injects a factor of uncertainty, in that the President could proclaim DST either on a nationwide or a regional basis.

Representatives of the broadcasting industry have long pointed out that any regional form of DST, such as that currently operating in some parts of the country, gives rise to periodic headaches in programming, necessitating time-juggling by both networks and individual stations.

A universal system, whether it operated year-round or only during the ordinary daylight saving season, alleviate these programming troubles, it was observed.

Filing of MBS Action Against NBC Expected

LONG anticipated triple damage suit of MBS against NBC was scheduled to be filed in the U. S. District Court in Chicago Jan. 10, it was learned Friday. According to informed sources, the suit was to have been filed by MBS and six of its affiliates WOR, WGN, WOL, WGRC, WHBF, and KWK, St. Louis against RCA and NBC, asking for $10,275,000 damages. MBS is represented in Chicago by the legal firm of Kirkland, Fleming, Green, Martin & Ellis.

While advance details were not available, it is understood the plaintiffs will charge that NBC and specifically the Blue Network have entered into contracts with NBC affiliates which through restrictive time option clauses, illegally deprive MBS of an equal opportunity of securing outlets for its network programs in cities with less than four stations.

HOW WELL DO YOU KNOW THE NEW YORK RADIO STORY NOW?

DO YOU KNOW

that the most important step made by any station in New York toward unshackling and changing listening habits is the broadcasting of news bulletins from The New York Times every hour on the hour over WMCA? It began on December 1. The subsequent outbreak of war further increased normal interest in news.

DO YOU KNOW

that "first on the dial" has special advantages in the New York market? First, of course, 5000 watts at 570 (WMCA), transmits a long-wave signal whose strength holds up best. Second, 5000 watts at 570 results in a signal of at least .5 millivolt intensity through southern Connecticut and into Rhode Island, as far north as Poughkeepsie, as far south as Atlantic City; in New York City and adjacent New Jersey the signal has a strength of at least 10 millivolts. Third, WMCA's position on the dial places it nearest the four network stations. Fourth, "first on the dial" is easiest to remember and locate.

DO YOU KNOW

that few stations in the country can match the public service record of WMCA? Disregarding spot announcements, WMCA carried 935 public service programs from federal, civic, patriotic, charitable and religious organizations in 1941. WMCA is a respected public service force in its community.

DO YOU KNOW

that WMCA is not affiliated with any other organization or network—that it has no axe to grind other than to serve New York.

DO YOU KNOW

that WMCA offers New York's most liberal discounts to regular advertisers. For example, an advertiser spending $1200 per week gross on a 52-week contract earns dollar volume and consecutive week discounts aggregating 30%. A smarter buy than ever today is a concentrated campaign on WMCA.

First on
New York's dial,
570

Now first for
news

AMERICA'S LEADING INDEPENDENT STATION

WMCA

Western Representative: Virgil Reiter & Co., 400 N. Michigan Ave., Chicago

Nets Combat Two-Pronged Legal Attack

New York Court Asked to Void Actions Of FCC; Trust Suit Plans Pending

CAUGHT in a legalistic pincers movement, involving future network-affiliate operations, NBC and CBS on Monday (Jan. 12) will attempt to fight their way out of the first phase of the chain-monopoly litigation in proceedings before the statutory three-judge Federal court in New York.

The court will hear arguments on petitions of these networks for an injunction to restrain the FCC from making effective its chain-monopoly regulations issued last May and subsequently revised. The FCC and MBS, as intervenor, will resist these moves, on motions to dismiss or for summary judgment in favor of the Government.

Suits 'Not Related'

Preoccupied with the New York proceedings, the networks have not indicated what approach they will take to the Department of Justice anti-trust suits brought against them New Year's Eve in Chicago, other than that they will oppose the actions. Answers to these far-reaching suits against RCA-NBC and CBS, alleging domination of the industry and a purported conspiracy to monopolize all aspects of radio, are not due until Jan. 20.

Despite protestations both at the FCC and the Department of Justice that the suits are in no way related, it was clearly indicated that efforts will be made to bring the new "western front" litigation into the New York proceedings. Both affect network-affiliate relations up and down the line.

But the Department of Justice complaints far transcend the FCC regulations in severity in that they would force NBC promptly to liquidate one network, bring about full-scale abandonment of time options and exclusivity, and otherwise affect business aspects of broadcast operations.

CBS served notice of its intention at least to comment on the Chicago proceedings in counter-affidavits filed with the New York tribunal Jan. 5. A copy of the anti-trust complaint filed by the Department of Justice in the U. S. District Court for the Northern District of Illinois was included in the counter-affidavits, without comment.

While filing of the complaints against the major networks struck the industry with staggering impact, major attention was focused upon the impending arguments before the New York tribunal. It was assumed both the FCC and the petitioning networks would seek to impress upon the tribunal the bearing of the Anti-trust Division actions upon the current proceedings.

Both NBC and CBS consistently have maintained that the FCC does not have jurisdiction to issue network monopoly regulations. The FCC, flanked by MBS, has been just as insistent in its claim that such authority clearly is vested in the Commission.

Procedure Uncertain

The court, it is understood, has agreed to set aside six hours for argument on the pending motions. Arguments are expected to begin at 10:30 a.m. before Federal Judge Learned Hand, presiding, and District Judges Henry W. Goddard and John Bright. The court normally sits for four hours a day, excluding luncheon recess. Thus, it was concluded that the proceedings would run through Tuesday morning.

The precise order in which the parties will appear apparently had not been decided upon prior to trial. The FCC has proposed that it open and close the proceedings. Because NBC and CBS filed the petitions to enjoin the FCC, they are the moving parties in that proceeding. Ordinarily, they would open. But the Government, joined by MBS, is the moving party in the motions to dismiss or for summary judgment.

The Government argument will be handled by Telford Taylor, FCC general counsel, presumably as a special assistant to the Attorney General. He will be assisted, on the jurisdictional phase, by T. E. Harris, assistant general counsel. Louis G. Caldwell, chief MBS counsel, is expected to argue for the intervenor.

Handling arguments for CBS will be Charles Evans Hughes Jr., special counsel. Former Judge John J. Burns, chief counsel for CBS during the entire chain-monopoly proceedings; Joseph H. Ream, general counsel of the network, and Paul A. Porter, Washington counsel, will be at the CBS table.

Argument for NBC will be handled by John T. Cahill, who has represented the network for the last six months. A. L. Ashby, vice-president and general counsel of NBC, will be at the counsel table.

Some Inconsistencies

Little enlightenment as to the sudden filing of the Chicago anti-trust suits came during the last week. There was a storm of editorial protest in the daily press over filing of the actions when the nation is at war. And there was little indication of any collaboration, during the last few weeks, between the Department of Justice and the FCC on these new proceedings. As a matter of fact, in some official quarters skepticism was expressed over the proceedings, particularly since the position taken by the Department of Justice is in some aspects inconsistent with that of the FCC.

While no comment came from the Department or from Assistant Attorney General Thurman Arnold with respect to the actions, which long had been rumored, emphasis in certain Government quarter was placed on the fact that the Government proceeded civilly rather than criminally. There was no effort, it was pointed out, to invoke penalties or fines, but its goal is to clear up existing conditions which the Department believes contravene the Sherman anti-trust act [BROADCASTING, Jan. 5].

In the proceedings before the New York court, whichever way the decision goes, a Supreme Court review is indicated. The regulations, which were issued May 2 and went through a stormy siege before the Senate Interstate Commerce Committee and were thrice postponed, now are indefinitely deferred until there is a final decision on the jurisdictional issue. There is a direct appeal to the highest tribunal and both sides already have served notice that they propose to go to the Supreme Court on the jurisdictional phase.

On Jan. 5, in addition to counter-affidavits filed by NBC and CBS, the FCC filed a new pleading in opposition to the NBC motion for a preliminary injunction. This encompassed certified copies of applications and decisions relating to voluntary assignment of the licenses of WJZ, WENR and KGO from NBC to RCA, as a move toward separation of the two networks and ultimate sale of the Blue, as well as the applications and decisions on transfer of WMAL, Washington Blue outlet, from NBC to Washington Star Co.

New Filings

Bringing background material up to date for the Jan. 12 arguments, CBS and NBC filed additional affidavits with the court last week, including a copy of the anti-trust complaint filed by the Justice Department in the U. S. District Court for the Northern District of Illinois, Eastern Division, against NBC and CBS.

In an 81-page supplementary presentation, CBS also included the affidavit of Kenneth L. Yourd, CBS attorney in Washington, covering the expiration dates of the licenses of CBS affiliates; a further explanation by Herbert V. Akerberg, CBS station relations vice-president, of payments by the network to its affiliated stations since 1931; an affidavit of Dr. Frank Stanton, CBS director of research, covering sustaining and news service of the network; another affidavit of Edward M. Klauber, CBS executive

(*Continued on page 43*)

SMOKE-EATERS are being developed at WRAL, Raleigh, N. C., which has installed fire-fighting equipment. Participating in this lesson are (l to r), Fire Chief Butts; Assistant Civilian Fire Deputy Allen; Lou Reker, salesman: Mrs. Margaret Early (hand on extinguisher) program director; Mrs. Alice Lee, secretary; Mrs. Fred Fletcher, wife of Manager Fletcher of WRAL; William Barham, accountant; Alice Hall, traffic manager; Bill Derby, operator.

$18,000 for The Red Cross—

On Monday evening, December 29, at 10:30, WWJ and its associate F.M. station W45D, broadcast a special program, asking its listeners to telephone pledges for the Red Cross. Over 1900 individual pledges were received and read on the program, which lasted until 4:15 Tuesday morning.

Not only was this an important monetary contribution to a great cause, but the program furnished a stimulus of far-reaching effect to the local drive. Other public institutions have been quick to follow the lead of WWJ.

This is broadcasting in the public interest.

WWJ

Owned and Operated by
The Detroit News

National Representatives

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES

Wakefield, Sterling to Coast To Clear Broadcast Confusion

Order Barring Testimonials Is Quickly Lifted; Plan Inspection of Monitoring Stations

COINCIDENT with the rescinding of the all-inclusive ban on testimonials and request numbers on West Coast stations, the FCC announced last Wednesday that Commissioner Ray C. Wakefield and George E. Sterling, chief of National Defense Operations Section of the Engineering Department, had left for a ten-day trip to the Coast in an effort to clear up confusion over war broadcasting operations.

Withdrawal of the ban on "communications from the public", whether relayed by networks or over independent stations, came last Tuesday. The order originally had been issued by an officer with the Fourth Interceptor Command in Los Angeles because of possible coded espionage in such messages.

J. Harold Ryan, assistant director of censorship, and Ed Kirby, radio chief of the War Department, immediately sent R. C. Coleson, administrative head of the Army Radio Branch, to Los Angeles to investigate the ban. The immediate result was a relaxing of the order.

Commissioner Wakefield, a native of Fresno, was sent to the Coast with Mr. Sterling because of his familiarity with Coastal operations generally. During the ten-day trip, they will confer with the Interceptor Commands along the Coast and seek to clarify conditions. Commissioner Wakefield will go to Los Angeles and San Francisco with Mr. Sterling and consult with the Interceptor Commands there on the entire broadcasting situation, the handling of blackouts if and when necessary, and other operations during wartime.

Mr. Sterling will visit Los Angeles and the monitoring stations at Santa Ana, San Francisco, Portland and Seattle during his ten-day trip. He will make clear to broadcasters in these areas that the field inspectors of the FCC are simply carrying out orders of the Interceptor Commands in connection with the broadcast operations and that the FCC is not in any manner attempting to impose censorship upon stations. The function is that of the Army, it will be emphasized.

Following his trip to the Coast, Mr. Coleson reported that the original order banning request numbers and testimonials had come from an officer in the Interceptor Command who presumably had acted without the knowledge of the department or of his superiors. The threat purportedly made to stations that they would be shut down if they did not comply with the summary order, was unauthorized, it is reported [BROADCASTING, Jan. 5].

A directive promptly was issued by Brig. Gen. William O. Ryan, of the Fourth Interceptor Command, rescinding the order insofar as it related to testimonials. Another order, promptly issued, originated from La. Gen. John L. DeWitt from his Western Defense Command headquarters. He advised all commanding generals that authority to restrict broadcasts is vested in his command and that subordinates should report as expeditiously as possible to headquarters on any situations that might require action. Excepted were orders related to blackouts, when an air attack is imminent.

Gen. DeWitt's instructions in effect were that on all matters on which no existing policy has been established, contact should be made with his headquarters. In situations not otherwise covered, it was indicated, official War Department policy will be determined in Washington.

LORRAINE HALL, m.c. of *Every Woman's World* on WBBM, Chicago, scorns the proverbial string-around-finger reminder and instead wears an embroidered clock on the pocket of her jacket with its hands pointing permanently and emphatically to 3 p.m., when her show goes on the air. Daily program is sponsored on a participating basis.

JOE O'BRIEN, announcer of WMCA, New York, and Leon Jason, WMCA engineer, both became fathers of baby boys, born Christmas Day and the day after, respectively.

Receiving Sets Now in Service Are Estimated at 57 Millions

RADIO receiving set sales in 1941 reached a new alltime high of 13,100,000, having a retail value of $460,000,000, according to estimates made by O. H. Caldwell, former Federal Radio Commissioner and editor of *Radio Retailing Today*.

Total sets in use in the United States as of Jan. 1, 1942, were estimated at 57,000,000 as against 50,100,000 at the same time the preceding year. The 1941 estimated sales of 13,100,000 exceeded by approximately 2,000,000 estimated set sales for the preceding year.

The number of homes equipped with radio sets was given as 30,300,000 at the end of 1941, as against an aggregate of 34,861,625 occupied dwelling units in the country. In 1940, the estimated number of homes with sets was 29,300,000.

Sales of Auto Sets

Automobile radio sets sold during 1941 aggregated 2,000,000, with a value of $80,000,000. This compared to 1,800,000 sets sold in 1940, having a value of $72,000,000. The total number of auto sets in use was estimated at 9,300,000, as against 8,000,000 the same time last year.

Tubes sold during 1941 aggregated 130,000,000, with a value of $143,000,000, as against 110,000,000 tubes having a value of $110,000,000 in 1940. Total sales of broadcast receivers, tubes, batteries and parts in 1941 was estimated at 600,000,000 as against $500,000,000 the preceding year.

While set sales for 1941 shattered all previous records, the 11,150,000 total for 1940 having been the previous high, the value of sales was considerably lower than in 1929. During that year, with only 4,500,000 sets sold, the value was $600,000,000, as against the 1941 figure of $460,000,000. While the dollar volume hit $450,000,000 during at least two other years, the 1941 total of $460,000,000 was second only to that of 1929.

School's Spots

AMERICAN SCHOOL, Chicago (Home Study courses), last week started a campaign of 5 and 15-minute news periods on WJZ KFBK WDGY WJBK WHLD WIBC KITE KWJJ WNBC WCOP and 15-minute musical periods on KWFT and WINN. Contracts are for 13 weeks. Huber Hoge &' Sons, New York, handles the account.

KILO Joins MBS

KILO, Grand Forks, N. D., joined MBS Jan. 1, 1942, bringing the total number of Mutual affiliates to 194. A member of the North Central Broadcasting System, KILO operates on 1440 kc., with 1,000 watts day and 500 watts night power.

Increased Power Is Granted WMBD

WSPA, WHKY, KYOS, WINN Are Awarded Better Facilities

WMBD, Peoria, Ill., CBS outlet, was authorized last Tuesday by the FCC to increase its night power from 1,000 to 5,000 watts with changes in its vertical antenna for day use on 1470 kc. A directional also will be installed for nighttime use.

WSFA, Montgomery, was granted a construction permit to increase its power from 500 watts night, 1,000 watts local sunset, to 5,000 watts fulltime with a new transmitter and directional antenna for night use.

WHKY, Hickory, N. C., was granted a modification permit to increase its power from 250 to 1,000 watts night, 5,000 day on 1290 kc., along with installation of new transmitter and antenna equipment. The station now operates on 1400 kc.

Merced Shift

KYOS, Merced, Cal., was granted a construction permit to shift frequency from 1080 to 1490 kc. and increase its hours of operation from daytime to unlimited time, with changes in transmitting equipment. The station uses 250 watts.

WINN, Louisville, was granted a modification of license to increase its night power from 100 to 250 watts, fulltime, on 1240 kc. WKWK, Wheeling, W. Va., was granted a modification to increase power from 100 to 250 watts day and night on 1400 kc.

TAX BOOK SERIES AGAIN SUCCESSFUL

SIMON & SCHUSTER, New York, book publishers, on Jan. 5 resumed its extensive radio campaign for the new tax guide book *Your Income Tax* on 588 stations through Feb. 28, according to Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, the agency.

A series of new transcriptions has been recorded. Simon & Schuster's pre-Christmas campaign, which developed into one of the largest spot campaigns in radio history, started Oct. 20 and closed about Dec. 13, suspending over the holidays. Additional stations will be added for the January and February promotion.

Mr. Kraft stated that this direct sales campaign produced approximately a half-million orders during the six weeks Simon & Schuster was on the air. Northwest is planning extensive radio campaigns this spring for Gardner Nursery Co., Osage, Ia.; Blue Ribbon Books, William Wise & Co., Compagnie Parisienne Inc., *Alaska Life* Magazine.

WDGY Names Wilson

HOWARD H. WILSON Co. has been made exclusive national representative of WDGY, Minneapolis, effective immediately. Station operates on 1130 kc. with power of 5,000 watts daytime and 1,000 watts night.

FIRST station in Indiana in 1924...

and still the

FIRST STATION in Indiana in 1942...

WFBM's triple-strength sales appeal makes "The Hoosier Station" the dominating factor in building your sales in Central Indiana.

1. **WFBM's** local programs have a percentage of listeners equal to leading network shows;
2. **WFBM** has all the listeners in Central Indiana who want to enjoy CBS features because no other station in the area offers a basic schedule of the Columbia Broadcasting System;
3. **WFBM's** exclusive merchandising and promotion service cannot be duplicated anywhere in Indiana.

⇨ FOLLOW THE LEADER... **WFBM** ...TO GREATER SALES

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1941

Total: 54

** Asterisk indicates station already on the air.*

ALABAMA

WJLD, Bessemer—CP issued to J. Leslie Doss, Manager of WJRD, Tuscaloosa, Ala. Granted Oct. 1; 250 watts on 1400 kc.

ARKANSAS

*KFFA, Helena—Licensed to Helena Broadcasting Co.; partnership of J. Q. Floyd, motor transportation business; John T. Franklin, ice, coal and furniture dealer; Sam W. Anderson, school superintendent. Granted July 16; 250 watts on 1490 kc.

CONNECTICUT

*WSRR, Stamford—Licensed to Stephen R. Rintoul, account executive of the Katz Agency, New York. Granted Feb. 13; 250 watts on 1400 kc.

CALIFORNIA

KFRE, Fresno—Licensed to J. E. Rodman, local Chevrolet dealer. Granted Oct. 14; 250 watts on 1430 kc.

*KPAS, Pasadena—Licensed to Pacific Coast Broadcasting Co.; J. Frank Burke, chief owner of KFVD, Los Angeles, president, 87.5% common stockholder; Melvyn Douglas, movie actor, 13.33% preferred; George C. Fischer, retired, 13.33% preferred; Eleanor Lloyd Smith, owner of various realty and other projects, 13.33% preferred; numerous other stockholders, none holding as much as 10% preferred or common. Granted Sept. 9; 10,000 watts on 1110 kc.

KWKW, Pasadena—CP issued to Southern California Broadcasting Co.; Marshall S. Neal, local merchant, president-treasurer, 43.61% stockholder; Edwin Earl, 13.8%; Lee A. Ragan, salesman of KIEV, Glendale, vice-president, 5%; H. H. Cooper, KIEV salesman, secretary, 5%; 10 other stockholders none holding more than 10%. Granted Aug. 22; 1,000 watts daytime on 1430 kc.

*KPRO, Riverside—Licensed to Broadcasting Corp. of America; W. L. Gleeson, owner of an optical firm and associated with Miller Adv. Agency, Oakland, president, 56% stockholder; E. W. Laisne, with the same optical firm, vice-president, 20%; Phil Davies, banker, 20%; Loyal C. Kelley, attorney, secretary, 2%; John B. Smith, attorney, 2%. Granted May 26; 1,000 watts on 1440 kc.

FLORIDA

WJDC, Jacksonville—CP issued to Jacksonville Broadcasting Corp.; James R. Stockton, realtor, president, 28% stockholder; Ernest D. Black, cotton seed processor, first vice-president, 27%; E. G. McKenzie, same business, second vice-president, 28%; Robert R. Feagin, manager of WBML, Macon, Ga., secretary-treasurer. Granted Dec. 30; 5,000 watts on 1270 kc.

*WWPG, Lake Worth—Licensed to Lake Worth Broadcasting Co.; Charles E. Davis, city commissioner, president, 48% stockholder; Robert S. Erskine, realtor and banker, 20%; Ralph C. Roberts, furniture dealer, vice-president, 16%; Jerrold F. Jacob, attorney and city judge, secretary, 4%; Roy E. Garnett, banker, treasurer, 4%; Tom G. Smith, mortician, 4%; R. E. Branch, banker, 4%. Granted July 9; 250 watts on 1340 kc.

GEORGIA

*WGAA, Cedartown—Licensed to Northwest Georgia Broadcasting Co.; O. C. Lam, theatre and farm owner, president-treasurer, 82.5% stockholder; R. W. Rounsaville, vice-president-secretary, 16.7%; Joe W. Lam, .8%. Granted May 6; 250 watts on 1340 kc.

ILLINOIS

*WLDS, Jacksonville—Licensed to a partnership of Hobart Stephenson, teacher, Illinois School for Blind; Milton Edge, local A&P supervisor; Edgar J. Korsmeyer, bookkeeper and accountant. Granted May 22; 250 watts daytime on 1150 kc.

INDIANA

WASK, Lafayette—CP issued to WFAM Inc.; O. E. Richardson, half owner of WJOB, Hammond, president, 33 1-3% stockholder; Fred L. Adair, half owner of WJOB, vice-president, 16 1-6%; Robert C. Adair, treasurer, 16 1-6%; J. Gibbs Spring, secretary, 33 1-3%. Granted July 30; 250 watts on 1450 kc.

IOWA

*KBUR, Burlington—Licensed to Burlington Broadcasting Co.; E. L. Hirsch, attorney and banker, president, 20% stockholder; J. Tracy Garrett, publisher of the *Burlington Hawk-Eye Gazette* (deceased), 20%; 14 other business men of Burlington, none holding more than 5%. Granted Feb. 5; 250 watts on 1490 kc.

*KROS, Clinton—Licensed to Clinton Broadcasting Corp.; Peter Matzen, president Arzen Laboratories, proprietary manufacturers, president, 130 shares of stock; C. A. Nordquist, general contractor, 100 shares; Dr. T. B. Charlton, physician, vice-president, 1 share; W. T. Oakes, postmaster, 1 share. Granted Feb. 5; 250 watts on 1340 kc.

KICD, Spencer—CP issued to Iowa Great Lakes Broadcasting Co.; Lawrence W. Andrews, Iowa state employee and director for old age assistance and aid to the blind, vice-president, 30.2% stockholder; Lyle W. Nolan, theatre operator, secretary-treasurer, 10%; Robert G. Lexvold, assistant bank cashier, president, 7.7%; balance held in small portions by local citizens. Granted Dec. 16; 100 watts on 1240 kc.

KENTUCKY

*WSON, Henderson—Licensed to Paducah Broadcasting Co.; Pierce E. Lackey, operator of WPAD, Paducah, and WHOP, Hopkinsville, Ky., president-treasurer, 95.5% stockholder; W. Prewitt Lackey, insurance man, vice-president, 1.5%; Ezelle Lackey, insurance, 1.5%; Eula McKenney Rivers, 1.5%. Granted May 20; 250 watts daytime on 860 kc.

WINK, Louisville—CP issued to Mid-America Broadcasting Corp.; Milton S. Trost, local department store part-owner, vice-president, 255 shares of stock; Emanuel Levi, formerly business manager of the Courier-Journal & Louisville Times Co., 140 shares; Lawrence Jones, a director of Frankfort Distilleries, 140 shares; James F. Brownlee, president of Frankfort Distilleries, president, 70 shares; E. T. Altsheler, head of a local tire agency, vice-president, 70 shares; Henry and Mary Peabody Fitzhugh, 70 shares each; Willard Johnson, 50 shares; L. T. Smyser, local realtor, 10 shares. Granted Nov. 12; 1,000 watts day and 5,000 night on 1080 kc.

MASSACHUSETTS

*WEIM, Fitchburg—Licensed to Ruben E. Aronheim, local furniture dealer. Granted April 16; 250 watts on 1340 kc.

MINNESOTA

KTOM, Brainerd—CP issued to Brainerd-Bemidji Broadcasting Co.; partnership of John W. Boler, president, secretary and general manager of North Central Broadcasting System Co. and part owner of KRMC, Jamestown, N. D.; Howard S. Johnson, vice-president of NCBS and part owner of KRMC; David Shepard II, treasurer of NCBS and part owner of KRMC; and Edmund Tom O'Brien, local greenhouse operator. Granted Nov. 25; 250 watts on 1400 kc.

MISSISSIPPI

*WMIS, Natchez—Licensed to Natchez Broadcasting Co.; P. K. Ewing, manager of WDSU, New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, president, 91% stockholder; P. K. Ewing Jr., manager of WGRM, vice-president, 3%; F. C. Ewing, manager of WGCM, secretary-treasurer, 3%; M. M. Ewing, 3%. Granted March 19; 250 watts on 1490 kc.

MISSOURI

*KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier*. Interlocking stockholdings with Lee Syndicate Newspapers: *Davenport* (Ia.) *Times* and *Democrat, Ottumwa* (Ia.) *Courier, Muscatine* (Ia.) *Journal, Mason City* (Ia.) *Globe-Gazette, Madison* (Wis.) *State Journal, LaCrosse* (Wis.) *Tribune & Leader-Press, Lincoln* (Neb.) *Star*. Granted Feb. 5; 250 watts on 1340 kc.

KTTS, Springfield—CP issued to Independent Broadcasting Co.; J. H. G. Cooper, head of plumbing and heating and several other concerns, president and treasurer, 50% stockholder; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; Frank L. Sedgwick, furniture dealer, vice-president, 6%; J. W. Turner, department store owner, 4%; O. E. Jennings, 4%; Mary E. James, 4%; O. M. Griffith, 2%. Granted Sept. 9; 250 watts on 1400 kc.

NEW JERSEY

WTTM, Trenton—CP issued to Trent Broadcast Corp.; 11 stockholders with 25 shares each including Charles Quinn, attorney, president; A. Harry Zoog, manager of WFPG, Atlantic City, vice-president; Richard Endicott, general manager of Atlantic City Steel Pier and hotel operator, treasurer; John F. Trainor, official court reporter, secretary. Granted July 30; 1,000 watts on 920 kc.

NEW MEXICO

*KFUN, Las Vegas—Licensed to Southwest Broadcasters Inc.; Ernest Thwaites, retired railroad man, president, 82% stockholder; Ernest N. Thwaites, formerly of KVSF, Santa Fe, vice-president, 16.6%; Dorothy G. Thwaites, secretary, .7%; Laurel Thwaites, .7%. Granted July 16; 250 watts on 1230 kc.

*KTNM, Tucumcari—Licensed to partnership of Lester Q. Krasin, radio technician, and Otto A. Krutzner, auto body reconstructor. Granted June 14; 250 watts on 1400 kc.

NEW YORK

WLAN, Endicott—CP issued to Thomas J. Watson, president of International Business Machines Corp. Granted March 12; 250 watts on 1450 kc.

WALL, Middletown—CP issued to Community Broadcasting Corp.; Martin Karig Sr. and Elsie Karig, his wife, 180 shares of stock; Martin Karig Jr., 20 shares; Alwyn Karig, brother of Martin, 1 share; Robert E. Lee, 1 share. Granted Dec. 23; 250 watts on 1340 kc.

NORTH CAROLINA

*WBBB, Burlington—Licensed to Alamance Broadcasting Co. Inc.; B. V. May, hosiery manufacturer, treasurer, 19.23% stockholder. Remainder of stock held by 26 local citizens, none holding more than 10%, with V. Wilton Lane, president; R. R. Isenhour, vice-president; Thomas D. Cooper, secretary. Granted April 29; 1,000 watts daytime on 920 kc.

*WAYS, Charlotte—Licensed to Inter-City Advertising Co.; George W. Dowdy, manager of Belk's department stores of Charlotte and Concord, N. C., president, 1 share; Horton Doughton, department store and hardware merchant and son of Rep. Doughton (D-N. C.), secretary-treasurer, 1 share; B. T. Whitmire, manager of WFBC, Greenville, S. C., vice-president, 1 share. Granted April 16; 1,000 watts on 610 kc.

†WEGO, Concord—CP issued to Wayne R. Nelson, former manager and chief owner of WMFR, High Point, N. C. Granted Dec. 16; 1,000 watts daytime on 1410 kc.

*WGBG, Greensboro—Licensed to Greensboro Broadcasting Co. Inc.; Ralph M. Lambeth, furniture dealer, president, 40% stockholder; Helen McAulay Lambeth, 24% owner of WMFR, High Point, N. C., secretary-treasurer, 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, vice-president, 20%. Granted Aug. 5; 1,000 watts on 980 kc.

WHIT, New Bern—CP issued to Coastal Broadcasting Co. Inc.; Philip Howard, local clothier, 47.6% stockholder; Ellis H. and Louis N. Howard, sons of Philip Howard, who manage their father's clothing business, 22.2% each; Ray Henderson, local cigar and candy distributer, 2.4%; five other stockholders, all holding less than 2%. Granted Nov. 4; 250 watts on 1450 kc.

WRRF, Washington—CP issued to Tar Heel Broadcasting Co.; W. R. Roberson Sr., president of local Dr. Pepper Bottling Co. and hardware dealer, 51% stockholder; B. W. Frank, assistant manager of WEED, Rocky Mount, N. C., 24.5%; W. R. Roberson Jr., bookkeeper, 24.5%. Granted Dec. 3; 1,000 watts on 930 kc.

NORTH DAKOTA

*KILO, Grand Forks—Licensed to Dalton LeMasurier, manager of KFJM, Grand Forks, and operator of KDAL, Duluth. Granted Aug. 22; 500 watts night and 1,000 day on 1440 kc. sharing with KFJM daytime.

OHIO

*WFIN, Findlay—Licensed to Findlay Radio Corp.; Cloyce W. Oxley, local typewriter agent, president, 10% stockholder; Wilmer Bayer, manager of local Coca Cola bottling company, vice-president, 10%; Fred R. Hover, retail druggist, secretary-treasurer, 10%; Herbert Lee Blye, attorney and onetime owner of WLOK, Lima, 10%; Grace E. Ingledue, former radio instructor at Louisiana State U, 10%; Don T. Decker, 10%; Harve T. Blair, 10%; six others each holding 5%. Granted Aug. 5; 1,000 watts on 1330 kc.

*WRRN, Warren—Licensed to partnership of Frank T. Nied, owner of cigar store-restaurant chain in Akron, and Perry H. Stevens, Akron attorney. Granted Aug. 5; 250 watts on 1400 kc.

OKLAHOMA

KWON, Bartlesville—CP issued to Bartlesville Broadcasting Co.; 17 business and professional from Bartlesville including Norman Gast, musician, president, 16.12% stockholder; J. Fred Case, onetime studio director of KVOO, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer, 9.67%; John E. Landers, grocer, 9.67%; Charles W. Doornbos, banker and treasurer of Foster Petroleum Co.; J. A. Maddux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; Alton H. Rowland, city attorney, secretary and general counsel, 1.61%. Granted Nov. 25; 250 watts on 1400 kc.

OREGON

*WKRC, Pendleton—Licensed to Western Radio Corp., licensee of KODL, The Dalles; V. B. Kenworthy, president, 50%; Eva O. Hicks, vice-president, 25%; T. M. Hicks, secretary-treasurer, 25%. Granted Aug. 12; 250 watts on 1240 kc.

PENNSYLVANIA

*WISR, Butler—Licensed to David Rosenblum, local department store owner. Granted April 1; 250 watts daytime on 680 kc.

*WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; Sentinel Co., publisher of the *Lewistown Sentinel*, 33 1/3% stockholder; William J. Woods, Pennsylvania Glass Sand Corp., 33 1/3%; Thomas C. Matthews, of the same company, treasurer, 33.286%; James S. Woods, same company, .048%. Granted Feb. 25; 250 watts on 1500 kc.

WSBA, York—CP issued to Susquehanna Broadcasting Co.; Louis J. Appell, head of the Pafltzgraff Pottery Co. and the York Poster Advertising Co. and local banker, 100% owner. Granted Dec. 30; 1,000 watts daytime on 900 kc.

WJPA, Washington—CP issued to Washington Broadcasting Co.; 46 stockholders with 38.5% of the stock held by individuals connected with WSTV, Steubenville, O., with Williams S. Yard, attorney, president, 6.38% stockholder; Louis Berkman, head of WSTV, vice-president, 10.6%; Sherman H. Siegel, attorney, treasurer, 10.6%. Granted Aug. 22; 250 watts on 1450 kc.

SOUTH CAROLINA

*WCRS, Greenwood—Licensed to Grenco Inc.; Douglas Featherstone, attorney, president and treasurer, 80% stockholder; C. A. Mays, attorney, vice-president and secretary, 20%. Granted Jan. 7; 250 watts on 1450 kc.

TENNESSEE

*WJZM, Clarksville—Licensed to partnership of William D. Hudson, local mayor and agent for Standard Oil Co., and Violet H. Hudson, oil retailer and wholesaler in Christian County, Ky. Granted Feb. 19; 250 watts on 1400 kc.

TEXAS

*KSKY, Dallas—Licensed to Chilton Radio Corp.; A. L. Chilton, chief owner of KLRA and KGHI, Little Rock, president, 98% stockholder; Leonore H. Chilton, secretary-treasurer, 1.75%; James Ralph Wood, .25%. Granted May 6; 1,000 watts daytime on 660 kc.

*KGBS, Harlingen—Licensed to Harbenito Broadcasting Co.; McHenry Tichenor, retired newspaper publisher, president, 224 shares; Genevieve Tichenor, his wife, secretary-treasurer, 75 shares; Hugh T. Ramsey, vice-president, 1 share. Granted Feb. 11; 250 watts on 1240 kc.

VERMONT

*WWSR, St. Albans—Transferred facilities of WQDM, St. Albans, to Vermont Radio Corp.; Lloyd E. Squier, manager and half-owner of WDEV, Waterbury, president, 10½ shares; William G. Ricker, half-owner of WDEV, vice-president and treasurer, 10½ shares; Ernest C. Perkins, 1 share. Granted Feb. 18; 1,000 watts daytime on 1420 kc.

((Continued on Page 41)

CONFERENCE ROOM

Did they put your station on the "list"?

You can use promotion in Printers' Ink to help win their nod of approval

TO CONVINCE an account that advertising in your market and on your station is a good investment, you have to line up the votes of all the executives who influence time-buying decisions. You can do this economically through the advertising pages of PRINTERS' INK.

Just as advertisers on your station want to win the favor of all members of the consumer-family, so you must sell all members of the advertiser-family.

In every firm there may be as many opinions about radio advertising as there are executives. The sales manager of a firm about to open new markets may think advertising is unnecessary as long as the trade gets a big discount. The account executive may recommend a heavy schedule on one station in each market. The advertising manager may suggest spreading the appropriation over a combination of advertising media to saturate the new markets.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come *one* decision. It will say, "Your station is on the list," or "Sorry—next time, maybe."

You cannot predict when new advertisers will judge your station along with others. But, the circulation of PRINTERS' INK, concentrated among the nation's most active advertisers, permits you to sell these accounts all along at very low cost. Your story will be carried deep into the executive chambers of all industries interested in the mass distribution of goods.

PRINTERS' INK is the only publication able to give you balanced representation among the advertising, management, sales and agency executives who make time-buying decisions. It can build business for you as it is doing for other advertising media.

A CASE IN POINT

PRODUCT: Household cleanser.

APPROPRIATION: $250,000 - $500,000.

QUESTION: What officials are factors in determining the media you use?

ANSWER: The agency and sales promotion manager separately prepare media recommendations. When all differences are settled and there is complete agreement on a program, it is presented to the president with supporting evidence, for his approval. He seldom, if ever, suggests any changes. When he does, the change is studied by the agency and our sales promotion manager who accept or reject. If they reject with good reason, the president concurs.

KEEP YOUR EYE ON P.I.
NEW SIZE
NEW DESIGN
8½
11½

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.

FTC Finds Radio Continuities Clean

Only Minor Number Selected For Further Scrutiny

INDICATING that radio advertising maintains the precept of truth in advertising to an overwhelming degree, the Federal Trade Commission in its annual report released last Friday revealed that its Radio & Periodical Division during the fiscal year ending June 30, 1941, examined 871,909 commercial broadcast continuities, of which only 24,535 were marked for further study "as containing representations that might be false or misleading".

This amounted to 1,749,557 pages of typewritten script, including network, individual station and transcribed programs, the report stated.

Other Media Examined

Also operating in other advertising fields, the Radio & Periodical Division, directed by PGad B. Morehouse, examined 377,764 advertisements in newspapers, magazines, farm and trade journals, marking 25,022 for further study. Examination of current newspaper, magazine, radio and direct mail-order house advertising by the Division has provided the basis for 75.4% of the FTC cases arising from such advertising during the year, according to the report.

A breakdown, by advertised products, of the questioned advertisements disclosed that 65.3% of the cases given legal review arose in the food, drug, devices and cosmetics fields—drugs, 33%, cosmetics 13.5%, human food 12.7%, animal food 3.6% and devices 2.5%. Other percentages listed were: Specialty and novelty goods, 10.2%; automobile, radio, refrigerator and other equipment, 3.7%; home study courses, 1.9%; tobacco products, 1.2%; gasoline and lubricants, .9%; poultry and livestock supplies and equipment, 1.1%; miscellaneous, including apparel, coal and oil fuels, house furnishings and kitchen supplies, specialty building materials, 15.7%.

Finance Firm's Plans

SEABOARD FINANCE Co., Los Angeles (loans), a subsidiary of National Funding Corp., devoting practically its entire advertising appropriation to radio, on Jan. 1 started for 52 weeks sponsoring a five-weekly quarter-hour newscast on KGO, San Francisco. Firm also is continuing its weekly 15-minute news program on KFI, Los Angeles, and the five-per-week quarter-hour late evening transcribed news commentary *The World Today*, on KNX, Hollywood, with George Irwin, agency editor-producer, issuing flash news during latter broadcasts. In addition Seaboard is continuing its heavy weekly schedule of time signal and spot announcements on KARM KMJ KPHO KOY KTAR KXL KWJJ KRSC KIRO KJR. Smith & Bull Adv., Los Angeles, has the account.

IN RESPONSE TO A PLEA for radio technicians for Army, Navy and civilian defense duty, representatives of 14 educational institutions met Jan. 3 at Hotel Syracuse with Syracuse radio leaders and a naval officer for discussion of plans for introducing special radio training courses in colleges and universities of upstate New York. Among those who attended the meeting (l to r): Arthur Stringer, secretary of the defense council of the NAB; Col. Harry C. Wilder, of WSYR, New York State representative of the organization; Chancellor William P. Graham of Syracuse U; Lieut. Comdr. Lewis H. Lee, U. S. Navy; Prof. Robert Chamberlin of Cornell U, and Samuel Woodworth, vice-president and general manager of WFBL.

Morale and Defense Stressed In Nets Orders for Newsmen

Better to Be Scooped Than Aid the Enemy, NBC And CBS Suggest in Outlining Wartime Policies

DIRECTORS of news for both NBC and CBS have issued memoranda to their news staffs outlining policies to be followed as a result of special conditions arising in news handling caused by entrance of the United States into the war.

The memoranda, signed by Paul White of CBS and A. A. Schechter of NBC, were sent to CBS news editors Jan. 5 and to NBC staff newsmen Dec. 14.

Similiar in many details, the two sets of suggestions caution news editors to use common sense in news handling and emphasize the important part radio is playing and will play in the country's war effort.

Over the Borders

Mr. Schechter told his staff they should not assume that what a newspaper uses is "okay" for radio. "Remember," he said, "that news from a radio station can be heard outside the continental limits of our nation, whereas all telephone, cable, radiogram and mail transmission is stopped, censored and controlled at our borders."

"In war time it becomes more important than ever that we should continue to be the best informed people in the world," Mr. White stated. This is essential, he explained in order that "military and civilian morale may be kept at the highest possible level so that we may win the war and win it as quickly as possible" and "that the nation may be kept keenly conscious of why we are fighting this war, to the end that we may also win the peace."

Mr. White continued:

"Our news operation in war time is not essentially different from what it is in peace time. We simply have to apply the same judgments and the same skills to new problems. We have to be as energetic and resourceful as possible in keeping the radio audience informed; at the same time we have to see to it that we do not broadcast information of military value to the enemy and that we do not cause unnecessary and useless anguish, suspense, or confusion among our own people or any part of them.

Competitive Danger

Mr. Schechter said commentators, unlike straight news readers, may have leeway in handling communiques and claims of the enemy. He said that a commentator by elaborating fully and commenting on a story may, by evaluation, point out the fallacies of enemy claims and explain how ridiculous or how untrue such claims can be in view of the information released by United States officials.

Mr. White warned that "we must never allow competition among broadcasters or between a broadcaster and other media of public information to betray us into recklessness or irresponsibility. Columbia wants to be first with the news whenever it can and as often as it can, but Columbia would rather be last, or never broadcast certain material at all, than rush on the air with news that should not have been put out."

Both news directors pointed that unless officially announced, information should not be broadcast concerning production figures, movements of war or naval vessels of the United States or its allies, troop movements; assembly, movement or embarkation of war material; identity of vessels attacked by the enemy; details of strength or activity of naval or military shore establishments; experiments with war materials; laying of mines; secret notices relating to aids to navigation; weather; selective service quotas and casualty lists.

Both sets of cautions urged announcers to use matter-of-fact tones in reading even the most sensational news, pointing out the tremendous force the spoken word carries and Mr. White warned announcers against being overly specific in describing possible air raids. There were also urgent warnings against taking telephoned requests for announcements, use of the word "flash" or "bulletin" indiscriminately, using sirens for sound effects, and allowing unauthorized persons in newsrooms or studios.

HIGH POWER GRANT OF KOB CONTINUES

KOB, Albuquerque, was authorized last Tuesday by the FCC to continue until March 10 special service authorization on 770 kc. with 50,000 watts day and 25,000 watts night. The frequency is the clear channel occupied by WJZ, New York, against which RCA-NBC has protested.

KOB was given a regular license renewal on 1030 kc. with 10,000 watts unlimited time, until April 1, 1944, coincident with the extension of the special service (heretofore known as experimental) operation.

The FCC simultaneously denied a petition for rehearing directed against the original Commission action of Nov. 25 granting in part the KOB application to operate on 770 kc.

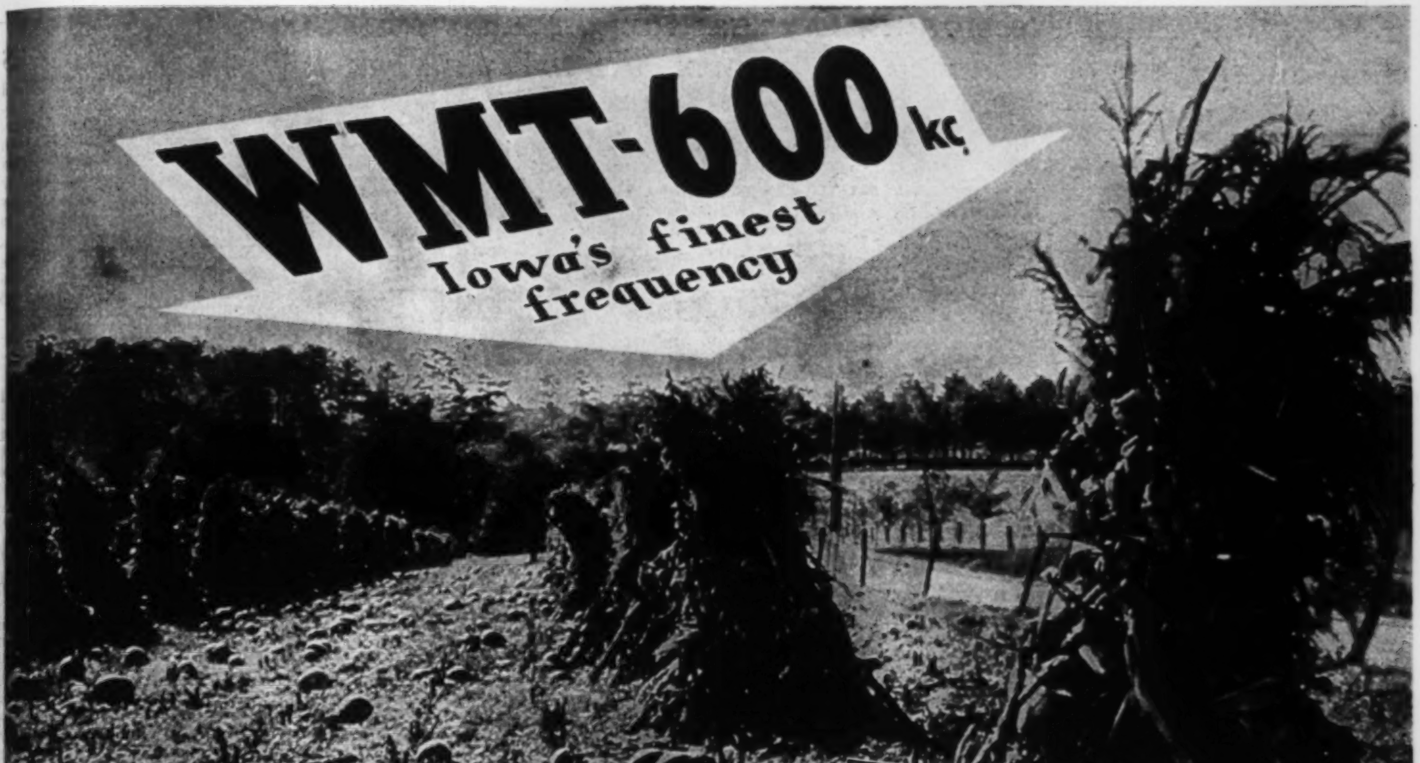
WOR Names Van Horn, Robinson News Editors

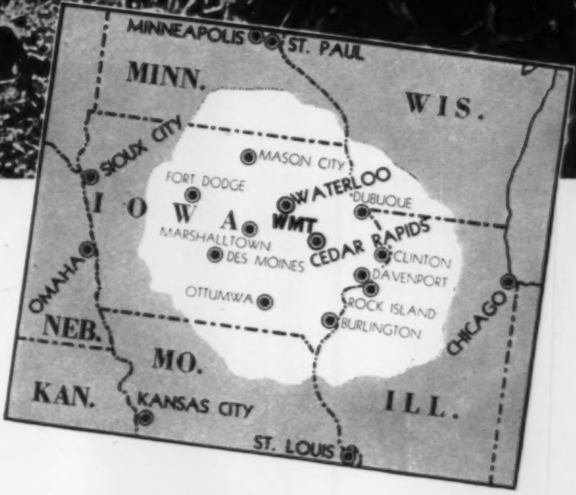
REVISING its 24-hour news service, WOR, New York, has named Arthur Van Horn and Prescott Robinson as news editors and has constructed a modern newsroom and studios. Both Van Horn and Robinson will continue their daily news programs as well as their editorial duties, under direction of Dave Driscoll, WOR director of special features and news.

Van Horn previously was with KFRC, San Francisco, before joining WOR three months ago. Robinson, with WOR since April, 1941, formerly was news announcer for six years at CFCF, Montreal.

Kelland to GOP

CLARENCE BUDINGTON KELLAND, well-known author of the *Scattergood Baines* stories and others, last Monday was named executive and publicity director of the Republican National Committee by GOP Chairman Joseph W. Martin Jr. Mr. Kelland is to assist Rep. Martin in organization work and will supervise publicity, including radio. In the 1940 Presidential campaign Mr. Kelland was assistant eastern manager in charge of publicity. He will serve without salary.


WMT-600 kc
Iowa's finest frequency


MINNEAPOLIS
ST. PAUL
MINN.
WIS.
SIOUX CITY
MASON CITY
FORT DODGE
WATERLOO
DUBUQUE
I O W A
WMT
CEDAR RAPIDS
MARSHALLTOWN
DES MOINES
CLINTON
DAVENPORT
OMAHA
OTTUMWA
ROCK ISLAND
BURLINGTON
CHICAGO
NEB.
MO.
KAN.
KANSAS CITY
ILL.
ST. LOUIS

Gives you....

the largest markets in Iowa and the Corn Country at one low cost!

THE spiral of Iowa farm prosperity is still going up, cash farm income will be the greatest since World War I. Iowa State College Farm Economist—November issue—states: "In the August issue the Iowa Farm Economist reported that Iowa farmers might take in 12 per cent more cash income in 1941 than they took in in 1940, or a total of 815 million dollars, as compared with 729 million in 1940. At the time, this estimate seemed high, if anything. It now looks far too low. On the basis of figures computed by the Bureau of Agricultural Economics for the first 8 months of the year, it appears now that Iowa cash farm income will certainly reach 850 million dollars and may be as high as 875 million dollars."

And because Radio Station WMT is located in the center of concentration of the largest markets in Iowa, almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. Money is flowing freely in the Corn Country now. Reach these markets and reap a greater return from your advertising dollars spent in the Middlewest by using WMT.

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

W-M-T

A COWLES STATION
WATERLOO
Represented by the Katz Agency

Nearly 5 Millions For FCC's Budget

Sum Almost Equal to Record Amount of Current Funds

NEARLY 5 million dollars, only a few thousand short of the record-breaking figure for the current fiscal year, is provided for the FCC during fiscal year 1943 in the United States' biggest budget of all time, amounting in all to some $59,000,000,000. This was revealed when President Roosevelt sent his 1943 budget estimates to Congress last Wednesday.

However, the FCC figure had been known since last Dec. 10, when FCC Chairman James Lawrence Fly and other officials of the Commission appeared before the House Independent Offices Appropriations Subcommittee.

$4,991,219 Asked

Provided for the FCC in Budget Bureau estimates is a total of $4,991,219, which includes $2,300,000 for salaries and expenses, $23,600 for printing and binding, and $2,667,619 for national defense activities, which provides for the FCC's extensive monitoring operations under the National Defense Operations Section and the Foreign Broadcast Monitoring Service. According to the breakdown presented to the House Appropriations Committee by Chairman Fly, the $2,667,619 item includes $836,979 for FBMS, with the remainder for NDOS [Broadcasting, Dec. 15].

Representing a nominal decrease from the total appropriation granted for the fiscal year ending June 30, 1942, it is expected, however, that a considerably larger amount may be asked by the FCC for the coming year, since the proposed budget was premised on a defense rather than a war basis.

Just how much more may be asked in view of the FCC's expanded wartime activities cannot presently be estimated, although it is probable that substantial increases for additional personnel will be necessary, particularly in NDOS, charged with the responsibility of tracking down illegal broadcast activities. It is understood NDOS already has presented to the Budget Bureau a substantial supplementary budget estimate to provide for additional personnel and equipment.

Since the Defense Communications Board derives its financial support, for clerical and other work, from participating agencies, no provision was made in the 1943 budget for a DCB appropriation. No DCB personnel, as such, is employed directly, although regular staff members of FCC and other agencies handle a large volume of work resulting from DCB's all-inclusive activities in the broadcasting and communications field.

The FCC for fiscal year 1942 received appropriations totaling $5,068,729, an all-time record for the agency, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,510 from 1942. In fiscal year 1941 the Commission received appropriations totaling $2,376,372, along with substantial sums from the President's contingent funds to set FBMS into operation. Since then FBMS has been supported by direct provision in the FCC's general appropriations.

Recording Charges for Disc Libraries Reduced by Fox From $15 to $10 a Year

A REDUCTION in recording rights fees for transcription library services from $15 per composition per year to $10 per composition per year was announced last week by Harry Fox, agent and trustee for some 500 copyright owners, including almost all ASCAP publishers.

Stating that contracts were practically assured, although not yet signed, with World Broadcasting System and Associated Music Publishers, Mr. Fox explained that his principals are offering the reduced rates for library transcriptions because a considerable number of broadcasters, including many subscribers to these recorded library services, have not yet taken out licenses enabling them to broadcast ASCAP music. When this situation is remedied and most broadcasters are again ASCAP licensees, he said, the former $15 fee will be resumed.

Double Service

Although stating that they undoubtedly would accept the new terms offered by Mr. Fox and would continue to include ASCAP music in their library recordings for those stations which can broadcast this music, spokesmen for both AMP and WBS expressed concern over the situation, which necessitates a double program service if they are to go on serving both ASCAP licensees and stations without such licenses.

"The present mechanical rights situation is unsound and greatly in need of adjudication," Clarence Finney, AMP president, stated. "As it now stands, we pay a fee for recording a musical number which cannot be used by our customers unless they also pay a fee for that right, and we can't see any purpose in making records that will not be played."

Although there has been little progress made recently on the proposed test suit to be brought by the transcription industry to determine the right of copyright owners to charge more than the statutory 2-cents-per-pressing set as the maximum fee for records by the Copyright Act, executives of a number of transcription firms indicated that the plan has not been discarded but merely shelved temporarily in the face of more pressing problems brought about by the war and other industry conditions.

In announcing the reduction in library service recording fees, Mr. Fox stated that the fees for commercial transcriptions — 25c per pressing per broadcast, or 50c for certain restricted numbers — have not been changed. He also said that AMP and WBS were the only companies with which he has had recent negotiations and that he has not heard from NBC, Standard, Lang-Worth or any other recording company regarding including ASCAP music in their library services. NBC has long been adamant about the use of ASCAP music in its *Thesaurus* service until the price has been reduced to a more reasonable figure. It is estimated that a general renewal of the licenses for ASCAP music previously issued by NBC to *Thesaurus* subscribers would cost NBC well over $10,000 a year.

General Foods Renews

GENERAL FOODS Corp., New York (Post-Tens), recently renewed its schedule of one-minute transcribed announcements 5, 10 and 15 times weekly on 9 stations. Contracts run through March 31. Benton & Bowles, New York, handles the account.

Semler News

R. B. SEMLER Inc., New Canaan, Conn. (Kremel hair tonic), on Jan. 5 started Gregor Ziemer's news commentaries, Monday, Wednesday and Friday, 7:15-7:25 p.m. on WLW, Cincinnati. Contract is for 52 weeks. Agency is Erwin, Wasey & Co., New York.

DeMars Reports to Navy And Goes on Active Duty

PAUL A. DEMARS, vice-president in charge of engineering of Yankee Network Inc., last week reported for active duty at the Bureau of Aeronautics, Navy Department, to specialize in radio development. He has been in the Naval Reserve for 13 years, and retired some time ago as a lieutenant. He was reinstated, however, and has been called to active duty.

Mr. deMars

A native of Lawrence, Mass., Lieut. deMars is well known in radio engineering circles and is a pioneer in the development of FM, under its inventor, Maj. Edwin H. Armstrong. Maj. Armstrong also is on active duty with the Army Signal Corps. From 1917 to 1919 Lieut. deMars was in the Army and served in the AEF at the Officer's Training School, Langres, France. He is a former professor of electrical engineering at Tufts College and has had wide experience as a consulting engineer.

NOT BARBER SHOP quartet but a trio representing talent and network on the weekly NBC *Three Ring Time*, sponsored by P. Ballantine & Sons (ale). Giving script the once-over are (l to r), Milton Berle, star of the show; Myron Dutton, network producer; Tracy Moore, NBC Western division Blue network sales manager.

FCC to Stay in Capital Chairman Fly Believes

EMPHASIZING the important defense aspects of the monitoring activities of its field staff and the Foreign Broadcast Monitoring Service, along with the close coordination of other FCC operations with Federal defense agencies, FCC Chairman James Lawrence Fly at his press conference last Monday indicated he saw no serious prospect that the FCC would be moved from Washington.

He said his "best guess" was that the FCC would remain in Washington, adding that he would be "very much surprised" if any serious question of the FCC's moving arose. He pointed out also that the FCC's and FBMS' monitoring operations were more important now, during wartime, than ever before.

Furniture Renewal

McMAHAN FURNITURE Co., Santa Monica, Cal. (Southern California retail stores), on Dec. 29 renewed for 52 weeks the six-weekly quarter-hour early morning program, *Fleetwood Lawton*, news analyst, on KFI, Los Angeles, and is continuing its thrice-weekly 15-minute late afternoon newscast on that station. Firm also sponsors Fleetwood Lawton six times per week on KECA, Los Angeles, and a six-weekly 15-minute newscast on KVOE, Santa Ana, and KFXM, San Bernardino. In addition 24 quarter-hour news programs weekly are sponsored on KMJ, Fresno, with 18 and 12 each on KMPC and KERN, Bakersfield, respectively. Ad Carpenter Adv. Agency, Santa Monica, Cal., has the account.

Cellophane Savers

WITH CELLOPHANE, used in creation of radio sound effects, placed on the priority list, Harry Saz, NBC Hollywood sound effects manager, has posted notices for all employes to save cellophane wrappings from cigarette packages.

FROM SUNRISE TILL SUNSET
IT'S WKY
3 TO 1

. . . with Oklahoma City Listeners

● A station which can achieve and maintain year after year the decisively standout position of WKY in its community . . . which is the 3 to 1 choice of daytime listeners* . . . which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined* . . . a station which can do that must HAVE something!

Is it programming? show management? community service? alertness? friendliness? facilities? exploitation?

It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

**Results of week-long telephone coincidental survey by Ross Federal Research Corporation.*

WKY • OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co. ✶ The Oklahoman, The Times ✶ The Farmer-Stockman ✶ KVOR, Colorado Springs ✶ KLZ, Denver *(Under Affiliated Management)* ✶ Represented by the Katz Agency, Inc.

Links of Networks Meets Opposition

Advisory Committee of Red Would Limit to President

RESOLUTION disapproving the linking of four nationwide networks for any simultaneous broadcasts other than addresses by the President or in the event of national emergencies was unanimously adopted by the Planning and Advisory Committee of the NBC-Red Network, which met in New York Jan. 6. The seven-man group, representing 136 stations affiliated with the Red Network, elected Harry Stone, WSM, Nashville, as chairman and O. L. Taylor, KGNC, Amarillo, as vice-chairman.

Other members of the Committee include Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; Stanley Hubbard, KSTP, St. Paul; Ed Yocum, KGHL, Billings, and Arden Pangborn, KGW, Portland, Ore. Each member was elected by the Red affiliates in his section of the country. Function of the committee is to collaborate and advise with the NBC management in connection with network operations.

Text of Resolution

Resolution follows in full text: "In considering how network operation can best serve the interests of the nation during this war period, we urge that each network retain independent operation and independent program building. The simultaneous use of national networks, except in the instances when the President of the United States addresses the nation, or in the event of a sudden emergency or military necessity, should be avoided.

"Our vast radio audience is a result of, and responds to, the excellence and variety of programs, a product of the American system of broadcasting. Tying up four networks for one program is in effect attemping to coerce listeners and will fail in its purpose, and will not attract a maximum audience, neither will it spur competitive efforts for program quality. The interests and welfare of the nation can best be served by following the present pattern of independent separate network operation."

Henry Reid Cockfield

HENRY REID COCKFIELD, 63, managing director of Cockfield, Brown & Co. Ltd., advertising agency, Montreal, died following a heart attack in his office Jan. 7. Mr. Cockfield, in addition, was Canadian director of Aluminum production and inter-governmental distribution.

Harvester Renews

CONSOLIDATED CIGAR Corp., New York (Harvester cigar), on Jan. 9 renewed for 13 weeks *Stand by America*, five-minute transcribed dramatic programs on 11 stations. Agency is Erwin, Wasey & Co., New York.

NBC-RED PLANNERS met last Tuesday at Radio City to perfect organization of their advisory group. Members are (l to r) James D. Shouse, WLW, Cincinnati; Paul W. Morency, WTIC, Hartford; Stanley Hubbard, KSTP, St. Paul; Arden X. Pangborn, KEX, Portland; Ed Yocum, KGHL, Billings, Mont.; O. L. Taylor, KGNC, Amarillo, vice-chairman. Chairman is Harry Stone (seated), WSM, Nashville.

Senate Expected to Retain Protection For Advertising in Price Control Bill

FURTHER promise that some of advertisers' misgivings about increased Federal control of advertising and marketing practices would be dispelled came last week as the Senate indicated it would closely follow and augment House provisions excepting distribution aids, such as advertising and merchandising, from the far-reaching anti-inflation price control legislation scheduled for passage early the week of Jan. 12, or before.

Following the example set by the House Nov. 28, 1941, when it approved its version of the Emergency Price Control Act of 1942, the Senate further limited and specified the controls of the Office of Price Administration and the Price Administrator as they applied to indirect or unsubstantial pricing factors.

Expect Action Soon

Although the Senate had not completed debate and voted on the measure as BROADCASTING went to press last Friday, passage early the following week was expected, with the bill probably to include all the advertising and merchandising safeguards insisted upon by the Senate Banking & Currency Committee and the House. The bill had been reported by the Senate committee Jan. 2, and Senate debate started last Wednesday.

The bill (HR-5990), as developed by the Senate, exempts the selling of radio time and the selling or distribution of newspapers, periodicals, books or other printed or written material and motion pictures, from licensing provisions; definitely excludes broadcasting or newspaper operation from the "commodity" categories subject to price controls; objectively specifies that the Price Administrator may regulate or prohibit only speculative or manipulative practices or hoarding.

These are substantially equivalent to, and in some ways exceed, the protections afforded in the House bill, which declared that the Administrator's power "shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act" [BROADCASTING, Nov. 17]. This language also was included in the Senate bill under an amendment by Senator Vandenberg (R-Mich.), himself a former newspaper publisher.

Ad Control Up

The advertising angle to the price-control legislation was discussed briefly at Senate Banking & Currency Committee hearings Dec. 11, 1941, by David Ginsburg, general counsel of the Office of Price Administration, and Leon Henderson, OPA Administrator. Queried by Senator Taft (R-O.) and Senator Brown (D-Mich.), Mr. Ginsburg indicated that advertising cost amounted to no appreciable factor in the price control picture.

Senator Taft at one point in the examination remarked: "I do not think there is anything in this bill to give the Administrator the power to go out and say to newspapers, 'You cannot spend money on advertising,' 'You cannot spend money on labor,' or tell them how to run their business.' "

Asked flatly by Senator Brown, "It merely means that you cannot dig in and say, 'You have got to cut out this advertising'?" Mr. Ginsburg answered:

"We cannot reduce the price and justify that reduction on the ground that the seller can take the reduction out of his advertising budget. That is all."

Billings of Mutua Up 53.2% for Yea

December Total Highest Ev Attained for Any Month

MBS billings for 1941 totaled $7, 300,955, establishing an all-tim high, and representing an insur ance of 53.2% over the 12-mont figure of 1940, when the total wa $4,767,054. The December, 1941 fig ure of $948,498 is the highest eve attained by Mutual in any Decem ber since the network was organ ized in 1934. This represents a increase of 64.4% over December 1940 when the billings were $57 983.

Discounting 1940's political busi ness, it being a Presidential elec tion year, the total figure for tha year would have been $4,473,15 and the increase in 1941 would hav jumped to 63.2%.

Details for Year

Gross monthly time sales for 194 and 1941 with the percentage in crease each month are as follows

	1940	*1941*	*Increa*
Jan.	$ 317,729	$ 505,231	59.0
Feb.	337,649	442,157	31.0
March	390,813	513,774	31.5
April	363,468	480,284	32.1
May	322,186	503,922	56.4
June	299,478	534,513	78.5
July	235,182	512,743	118.0
Aug.	227,865	532,056	133.5
Sept.	283,463	529,013	86.6
Oct.	784,676	839,829	7.0
Nov.	627,562	958,935	52.8
Dec.	576,983	948,498	64.4
Total	$4,767,054	$7,300,955	53.2

Ten leading agencies and adver tisers on MBS for 1941 by billing according to figures released by th network last week were as follows

Agencies

Blackett-Sample-Hummert	$1,443,442.8
Ivey & Ellington	854,410.9
R. H. Alber & Co.	656,223.7
Erwin, Wasey & Co.	497,088.24
J. Walter Thompson Co.	484,150.02
Federal Adv. Agency	407,576.25
William Esty & Co.	353,568.62
D'Arcy Adv. Co.	301,857.28
Maxon Inc.	281,620.25
Hixson-O'Donnell	203,497.54

Advertisers

Bayuk Cigars	$ 786,315.20
General Mills	662,273.92
Gospel Broadcasting Assn.	653,025.50
General Cigar Co.	455,406.77
Wander Co.	415,252.84
Pharmaco Inc.	353,568.62
American Safety Razor Corp	344,513.25
Coca Cola Co.	301,857.28
Gillette Safety Razor Co.	281,620.25
R. B. Semler Co.	274,791.24

Riggio Musical

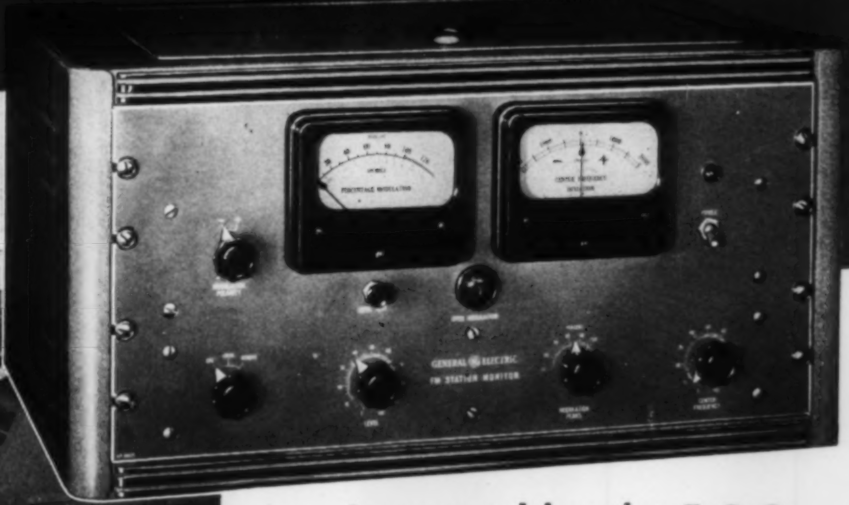
RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is sponsoring the thrice-weekly quarter-hour MBS musical show by transcription on WGN, Chicago, which records the show from MBS lines and carries it from 10 to 10:15 p.m. Monday, Tuesday and Thursday. Agency is M. H. Hackett, New York.

'Pathfinder' on 85

PATHFINDER Publishing Co., Chicago (*Pathfinder* Magazine), on Jan. 5 started a varied schedule of five-minute news broadcasts and quarter-hour live hillbilly programs on 85 stations in rural markets. Contracts are for 13 weeks. Agency is United Adv. Co., Chicago.

FM STATION MONITORING IS EASY with this G-E *multi-purpose*★ unit

Distortion is prevented by careful adjustments on a G-E wide-band oscilloscope.



Approved by the F. C. C.

With this new monitor, General Electric has removed one more hurdle from your path to FM. You will find this self-contained, multi-purpose★ instrument one of the most valuable units in your FM station. It provides:

- ★ **Direct reading of center-frequency deviation (with or without modulation)†**
- ★ **Direct reading of modulation percentage†**
- ★ **Instant calibration against a precision crystal standard**
- ★ **Adjustable modulation-limit flasher†**
- ★ **High fidelity output for audio monitor†**

All tubes and crystal units can be reached easily through the top of the cabinet. Removing chassis assembly from cabinet allows complete access to all panels and wiring.

In FM, more precise measuring techniques are a necessity. This instrument is custom-built for your requirements. Order your monitor now through the nearest G-E office, or direct from General Electric, Radio and Television Dept., Schenectady, New York.

†Provision has been made for remote console operation.

Some of the FM Pioneers Who Have Already Bought G-E Monitors

John L. Booth Broadcasting Co., Detroit, Mich.
Capitol Broadcasting Co., Inc., Schenectady, N. Y.
Columbia Broadcasting System, New York, N. Y., and Chicago, Ill. (Five units; three of these for "S-T" service)
Don Lee Broadcasting System, Los Angeles, Cal.
FM Radio Broadcasting Co., Inc., New York, N. Y.
General Electric Co., Schenectady, N. Y. (Three units; one of these for "S-T" service, and one for television sound)
Gordon Gray, Winston-Salem, N. C.
The Journal Co., Milwaukee, Wis.
Johan Lagercrantz, Stockholm, Sweden
Royal Miller, Sacramento, Cal.
Midland Broadcasting Co., Kansas City, Mo.
Moody Bible Institute, Chicago
News Syndicate Co., New York
Radio Engineering Laboratories, Long Island City, N. Y.
San Diego City Schools, San Diego, Cal.
Standard Broadcasting Co., Los Angeles, Cal. (Two units; one of these for "S-T" service)
University of Illinois, Urbana, Ill.
Walker-Downing Radio Corporation, Pittsburgh, Pa.
WFIL Broadcasting Corporation, Philadelphia, Pa.
WGN, Inc., Chicago, Ill.
Yankee Network, Paxton, Mass., and Mt. Washington, N. H.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters 250 to 50,000 Watts
Relay Transmitters
Receivers for Home and "S-T" Service
FM Police and Emergency Transmitters and Receivers
Tubes

GENERAL ELECTRIC

Hearing Resumed In WGST Renewal

Talmadge Makes Appearance In Proceedings at FCC

CONTINUING one of its most spectacular proceedings in years, the FCC last Wednesday resumed hearings on the application of WGST, Atlanta, for renewal of its license, following a recess since last Dec. 5.

Bearing all the earmarks of a political scrap, the four-day session was marked by the appearance of Governor Eugene Talmadge, of Georgia, star witness in a jurisdictional argument that finally saw the State of Georgia emerge with two sets of legal representation—State Attorney General Ellis Gibbs Arnall, and a triumvirate of Special Attorneys General appointed to handle the WGST case by Gov. Talmadge: John E. McClure, Louis G. Caldwell and Reed T. Rollo, all Washington attorneys.

Talmadge Appears

High spot in the proceedings came with the appearance of Gov. Talmadge to insist on official representation by his specially appointed counsel. Following 30-minute formal arguments last Thursday by Attorney General Arnall and Counsel Caldwell, Rosel H. Hyde, FCC principal attorney presiding at the hearing, ruled with consent of all parties that both groups of counsel would represent the State of Georgia, with equal rights and authority. The misunderstanding over just who would represent the State has been a sore-spot in the proceedings since they started [BROADCASTING, Dec. 8].

FCC counsel at the hearings were Marcus Cohn and Russell Rowell.

The WGST application involves FCC policy on station leases, the question of renewal revolving indirectly about the existing lease of the station by Southern Broadcasting Stations Inc., headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commission and one-time CBS vice-president, who have operated WGST for the last 10 years under an agreement regarded as a management contract. Also involved is another lease offer, allegedly "more favorable", from Arthur Lucas and William Jenkins, Georgia chain theatre operators.

Mission Dry Plans

MISSION DRY Corp., Los Angeles (Mission orange and other beverages), through McCarty Co., that city, has produced a series of 30 transcribed five-minute announcements titled *Mission Trails*, which will be placed on stations nationally through the coming year, with bottler tie-in. Featuring Hal Gibney as narrator, the series was written by Arnold Maguire, with NBC Hollywood Radio Recording division doing the cutting.

Who's Who at the DCB

HERBERT EARLE GASTON

A FORMER newspaperman and author, and an authoritative fiscal adviser of the Treasury Department, Herbert E. Gaston, Assistant Secretary of the Treasury, not only is a member and secretary of the Treasury, not only is a member and secretary of the Defense Communications Board, but also is a key figure in the recently authorized censorship organization under Byron Price, as a member of the Censorship Policy Board of the Office of the Director of Censorship.

Out of the sort of pioneer stock you read about—his father's family was among the early settlers of western Illinois, and his mother's father was a pioneer missionary preacher in Oregon—Mr. Gaston in recent years has become a lay expert in radio and communications.

As Assistant Secretary of the Treasury his newspaper background is valuable in approaching fiscal matters. Some of this background pertains directly to his functions on DCB—ultimately responsible during wartime for the most efficient use of the nation's radio and communications facilities. And certainly it stands him in good stead in his new place on the Censorship Policy Board.

Born Herbert Earle Gaston, on Aug. 20, 1881, in Halesy, Ore., he was the son of William Hawks and Maria Glasgow Gaston. Elementary and preparatory education followed in the public schools of Washington. Later he pursued his academic career at U of Washington, in Seattle, and U of Chicago.

Mr. Gaston's first jobs were with newspapers. He has been a writer and editor on papers in Tacoma, Spokane, Fargo, Minneapolis and New York. He was editor of the Fargo (N. D.) *Courier-News* and the *Nonpartisan Leader*, headquartering in Fargo and St. Paul, from 1916 to 1920. From 1920 to 1922 he was with the *Minneapolis Star*, now the *Star-Journal*. Going to New York in 1922, he worked on the news staff of the old *New York World* until 1929, when he became night editor for the next two years. Out of the earlier days of his newspaper work came his book, *The Nonpartisan League*.

The public service phase of Mr. Gaston's career stared in 1931, the year the *World* discontinued publication. Henry Morgenthau Jr., now Secretary of the Treasury, then was State Conservation Commissioner. Mr. Gaston had come into the Conservation Department as its secretary, and shortly became Deputy Conservation Commissioner.

When Mr. Morgenthau was called to Washington in March, 1933, as head of the Federal Farm Board, Mr. Gaston came along as secretary of the board. On its merger into the Farm Credit Administration, Mr. Morgenthau appointed Mr. Gaston deputy governor.

When Mr. Morgenthau was appointed Undersecretary of the Treasury by President Roosevelt on Nov. 1, 1933, he named Mr. Gaston his assistant. With Treasury Secretary William Woodin seriously ill, Mr. Morgenthau at once became Acting Secretary of the Treasury. And when Mr. Morgenthau became Secretary on Jan. 1, 1934. Mr. Gaston became Assistant to the Secretary.

Originally responsible for the public relations of the Treasury Department, Mr. Gaston soon was playing an important advisory role in Treasury's fiscal matters. On June 1, 1939, he was nominated by President Roosevelt as Assistant Secretary of the Treasury, and was confirmed by the Senate June 13, 1939, taking the oath of office June 23.

Mr. Gaston married Ethel Bell, of Tacoma, Wash., on Oct. 16, 1907. They are the parents of two daughters, Carolyn Frances now Mrs. John M. Adams, and Mary Rainey. Their home is in Washington. He is a member of Sigma Chi fraternity, the National Press Club and Congressional Country Club.

SOLO BY YIFFNIFF

Housewife Faces Town Hall Audience as Penalty

LATEST stunt pulled by the NBC-Red *Truth or Consequences* program, which several times already has amazed New Yorkers with the zany tasks required of its contestants, happened Saturday night Jan. 3 at New York's Town Hall where a staid audience awaited a concert.

Milton Cross, NBC ace announcer, who handles the announcing chores for NBC's opera broadcasts as well as for the Procter & Gamble Co.'s *Truth or Consequences* program, stepped forth on the platform to announce that "the noted violin virtuoso, Yiffniff, would open the program playing "The Flight of the Bumble Bee". "Yiffniff" turned out to be a startled but nonetheless game New Jersey housewife, who took the consequences bravely and sawed out a buzzing piece to the amused audience.

CALL LETTERS assigned to recent new station grants are WEGO, Concord, N. C.; WJDC, Jacksonville, Fla., and WSBA, York, Pa.

WOSH Takes the Air, Becomes Blue Member

WOSH, Oshkosh, Wis., operatin fulltime with 250 watts on 1490 k and owned by Howard H. Wilson went on the air Jan. 1, and three days later became affiliated with the Blue. The station's first program on the air was dedicated t the branches of the armed service —Army, Navy, Marine Corps.

The staff is headed by general manager Ray Schwartz, formerly manager of KYSM, Mankato Minn., and previously with KFOR KFAB, Lincoln; KOIL, Omaha Neb., and before that with NBC Chicago. Other members of the staff are Bob Lee, program director, formerly of WTAD, Quincy, and KFAA, Helena, Ark.; Buck Leverton, announcer and farm editor formerly of WTAQ, Green Bay Wis. Chief engineer is Nathan Williams, formerly a consulting engineer in Wisconsin, assisted by Walter Ninneman, formerly of WIGN, Medford. Lorraine Keuhn office manager, is also the station's women's editor, and Miss Doris Ranson is receptionist.

Station is RCA equipped and subscribes to full AP wire.

Two Minnesota Outlets Formally Join Networks

WMFG, Hibbing, and WHLB, Virginia, Minn., stations owned by the Head of Lakes Broadcasting Co., have officially become supplementary outlets to NBC's Basic Blue and Red networks, as reported in the Dec. 29 issue of BROADCASTING. WMFG operates with 250 watts on 1240 kc., and WHLB with 250 watts, on 1400 kc.

Both stations may be purchased by clients with WEBC, Duluth. Until April 8 advertisers wishing to use the three stations may do so at no increased cost, but no rate protection will be given after that date. Evening hour rate for the three stations effective April 9 will be $160. Advertisers wishing to purchase WEBC only, on and after that date, may continue at the rate of $140 per evening hour. There will be no cut-in announcement charge for WMFG or WHLB.

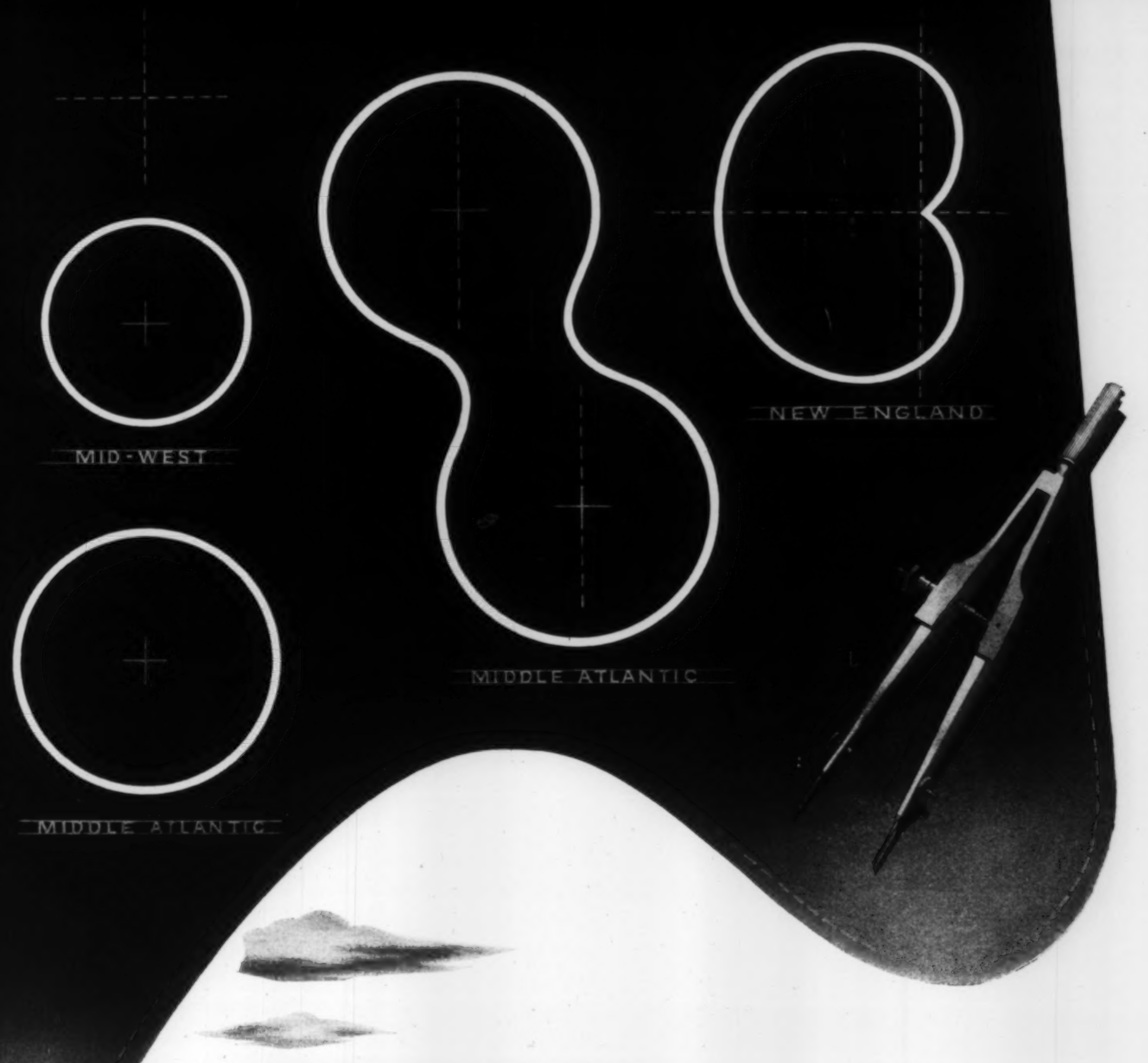
WTIC Arranges Series Of Programs From Yale

CONCLUDING an agreement with Yale U, WTIC, Hartford, started a series of programs *Yale Interprets the News Sunday*, Jan. 11, 6:30 p.m. On each program a member of Yale's faculty will interpret an important aspect of world affairs.

Originating on the Yale campus, the first program presented A. Whitney Griswold, assistant professor of Government and International affairs and author of *The Far Eastern Policy of the United States*, outstanding book on American relations with China and Japan.

Bulova Renews on 212

BULOVA WATCH Co., New York, has renewed for 52 weeks its schedule of time signals on 212 stations. Biow Co., New York, handles the account.



SHAPING SALES FOR 1942

No self-respecting cartographer would pass our drawings of the USA. But the time buyer—more concerned with markets than geography—will read great merit into them.

For these curves, fascinating in their own dull way, portray a concentration of signals where they count most—signals beamed on complete markets, rather than cities, counties and states taken en masse.

Take WBZ; on the coast. WBZ reverses the signal which would normally float off over the Atlantic, thereby strengthening its beam over New England. Result: WBZ covers 95 percent of this wealthy market.

KYW—brilliantly and simply—executes a difficult Figure 8, and thereby wraps up all twenty counties of the Philadelphia trading area—the nation's third market, with a radio audience of ten million people.

On the other hand, KDKA and WOWO travel in their own exclusive circles. Their logical markets are all around them. Big markets too—more than eight million listeners for KDKA, two million for WOWO.

Thus Westinghouse Radio Stations Inc—by engineering coverage-shapes to correspond with market-shapes—offers you a sound plan for *shaping sales* for 1942.

WESTINGHOUSE W

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW WBZ WBZA WOWO WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

Industry Supports Payroll Deductions To Promote Sale of Defense Securities

RADIO is going all-out for the Treasury Department's Payroll Defense Savings Plan, and promises to become one of the first industries in the country to install the plan on a universal basis, the Treasury Department indicated last week.

Early returns indicate that 75% of all U. S. stations already have adopted the Payroll Defense Savings Plan, and in many cases station employes have signed up 100% to contribute part of each pay check for the purchase of Defense Bonds, according to department officials.

Sponsor Approval

In addition to individual stations, some 50 sponsors, all with the plan in effect at their plants and factories, have endorsed the Treasury campaign on 150 of their network programs or have scheduled announcements plugging the plan. Congratulatory messages from the Treasury Department have been read on many of their programs by Larry Elliot, announcer of Treasury programs, as well as their own announcers or guest stars.

Radio news commentators also are giving heavy support to the campaign on their programs, among them Boake Carter, Elmer Davis, Don Goddard, Paul Sullivan, Merritt Ruddock, B. S. Bercovici, Gabriel Heatter, Cal Tinney, Raymond Gram Swing and Arthur Hale.

Among radio sponsors plugging the defense payroll plan are Chrysler Corp.; Prudential Insurance Co. of America; Sherwin-Williams Co.; Coca-Cola; Lever Bros.; Bell Telephone System; Colgate-Palmolive-Peet; General Electric; Armour & Co.; Standard Oil of New Jersey; E. I. duPont de Nemours Inc.; Welch Grape Juice; Pillsbury Flour Mills; Bristol-Myers; Wheeling Steel Co.; Cudahy Packing Co.; Standard Brands; General Mills and Carnation Milk.

Advanced as typical responses from cooperating stations were the following excerpts from telegrams received by the Defense Savings Staff:

WHOM, New York—"All employes, 62 in number, are 100% participating; $200 weekly amount deducted. WHOM management pledged to buy same amount as employes."

KFJZ, Forth Worth—"Pleased to advise that both KFJZ and Texas State Network employes have agreed 100% to immediately take 10% salary deduction to buy Defense Bonds and Stamps."

KARK, Little Rock, Ark.—"All KARK employes have adopted plan for the purchase of Defense Bonds, effective Jan. 1, 1942, and continuing for the duration. Employer will deduct a minimum of 2½% each pay day. Employes may authorize greater deductions."

WGBF, Evansville, Ind.—"Way ahead of you. Employes signed up 100% several days ago."

WJTN, Jamestown, N. Y.—"Every pay day Bond Day in station, and every day Bond Day on station."

WHBU, Anderson, Ind.—"Employes this station start this week setting aside 15% pay check for purchase of Defense Stamps and Bonds."

WMFR, High Point, N. C.—"Happy to say WMFR staff 100% on pay day bond buying. Each staff member happy to have deductions made each pay day. We are with you 200% on the drive."

Graves' Message

In a recent letter to cooperating stations and concerns, Harold N. Graves, Assistant to the Secretary of the Treasury, declared:

"If all the working men and women in this country each week put a small percentage of their earnings into defense savings through a payroll savings system such as the one devised by your company, then the Treasury Department will be successful in its efforts to finance our war program through defense savings. And payroll savings funds do even more than this. Every person who subscribes gains a steadily growing nestegg of savings."

Brown Plans Book

CECIL BROWN, CBS correspondent in the Far East who survived the torpedoing of *HMS Repulse* by the Japanese, has been signed by Random House, New York, to write a book on his war experiences in Rome, Belgrade, Libya and Singapore, for publication next June.

New Standard Frequency

A SECOND carreier frequency—15 mc.—has been added to the National Bureau of Standards frequency service. Heretofore only 5 mc. was used. The continuous service, with its standard musical pitch of 440 cycles, along with frequencies, is widely used.

READY TO ENTER active service in the Navy is Howell Cullinan (right), newscaster, who said goodbye to Harold E. Fellows, general manager of WEEI, Boston. Cullinan is a lieutenant-commander in the reserve.

RCA Deductions

THE 8,500 employes of the Camden plant of RCA Mfg. Co. have pledged to buy U. S. defense bonds at the rate of more than $1,600,000 annually through payroll allotments, according to the RCA Victor Bond Committee. The sum pledged thus far represents 88% of the monthly quota of $150,000 established by the committee.

Lyon Expanding

LYON VAN & STORAGE Co., Los Angeles, through BBDO, Hollywood, on Jan. 5 started participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, that city. Contract is for 13 weeks. Firm is also sponsoring five-weekly participation in the combined *Art Baker's Notebook* and *Mirandy's Garden Patch* on KFI, Los Angeles, and twice-per-week in *Knox Manning's Late News* on KNX. In addition 14 one-minute announcements per week are being used on KPO KGB KIEV. Other stations will be added to the list, with firm continuing its policy of occasional special event programs on KMPC, Beverly Hills, Cal.

Join KFRE Staff

J. J. NIELSEN Jr., formerly of KOME, Tulsa, Okla.; Peter Onnigian of KWIL, Albany, Ore., and Kenneth Aitken of KTKC, Visalia, Cal., have joined KFRE, Fresno, Cal., as technician-announcers. New 250-watt station, operating on 1340 kc., went on the air Dec. 31 as an affiliate of Don Lee Broadcasting System, the West Coast affiliation of MBS. Paul Bartlett is general manager. Other staff members include Dick Vail, formerly junior announcer of KPO-KGO, San Francisco; Bob Rogers, formerly of KTKC, Visalia, and Bob Davies, formerly of KARM, Fresno, as announcer-salesman.

New OEM Discs

OFFICE of Emergency Management, Radio Section, has announced a new series of monthly transcriptions to replace *Building for Defense*. Up to the present 124 transcribed programs in the latter series have been distributed to more than 400 stations. The new series will be titled *Work for Victory* and will present authoritative reports on war production. The new transcriptions will consist of 12 five-minute programs a month.

Chorus Continues

BILL McCULLOUGH, announcer of WJR, Detroit, and the Don Large chorus of 16 voices have recorded one-minute spots for Stephans Bros., Philadelphia (Marvels cigarettes). The same combination is now in its third year as "Melody Marvels", three 15-minute shows weekly for the same account. Account was placed through Aitkin-Kynett, Philadelphia.

Don Lee and RCA Sign Video Pact

Patent Interchange Compact Negotiated by Companies

A TELEVISION patent interchange agreement between RCA and Don Lee Broadcasting System, Hollywood, was announced Jan. 7 by Thomas S. Lee, president of the latter concern. Negotiations leading to the agreement were started in spring of 1939 when it became apparent that no one organization in the country held all patent rights for present-day television.

Don Lee Broadcasting System patents cover inventions of Harry R. Lubcke, television director of that firm. They are concerned with numerous phases of television, including synchronization, scanning, cathode-ray tubes, and telecasting of motion pictures as well as live subjects.

A Forward Step

Patents cover methods and apparatus for both transmission and reception. Included are inventions as far back as 1930 when Lubcke started pioneering in television development for the late Don Lee.

Agreement calls for a non-exclusive, non-transferable license to RCA from Don Lee Broadcasting System in return for a similar license for certain equipment of the latter organization with a monetary consideration included. Don Lee concern retains ownership of patents and is free to license others in the television field. The agreement was hailed as a forward step in modern business by Don Lee and RCA executives alike, making possible joint use of patent properties of pioneer organizations in the interest of the advancement of the electronics art.

Anacin Music

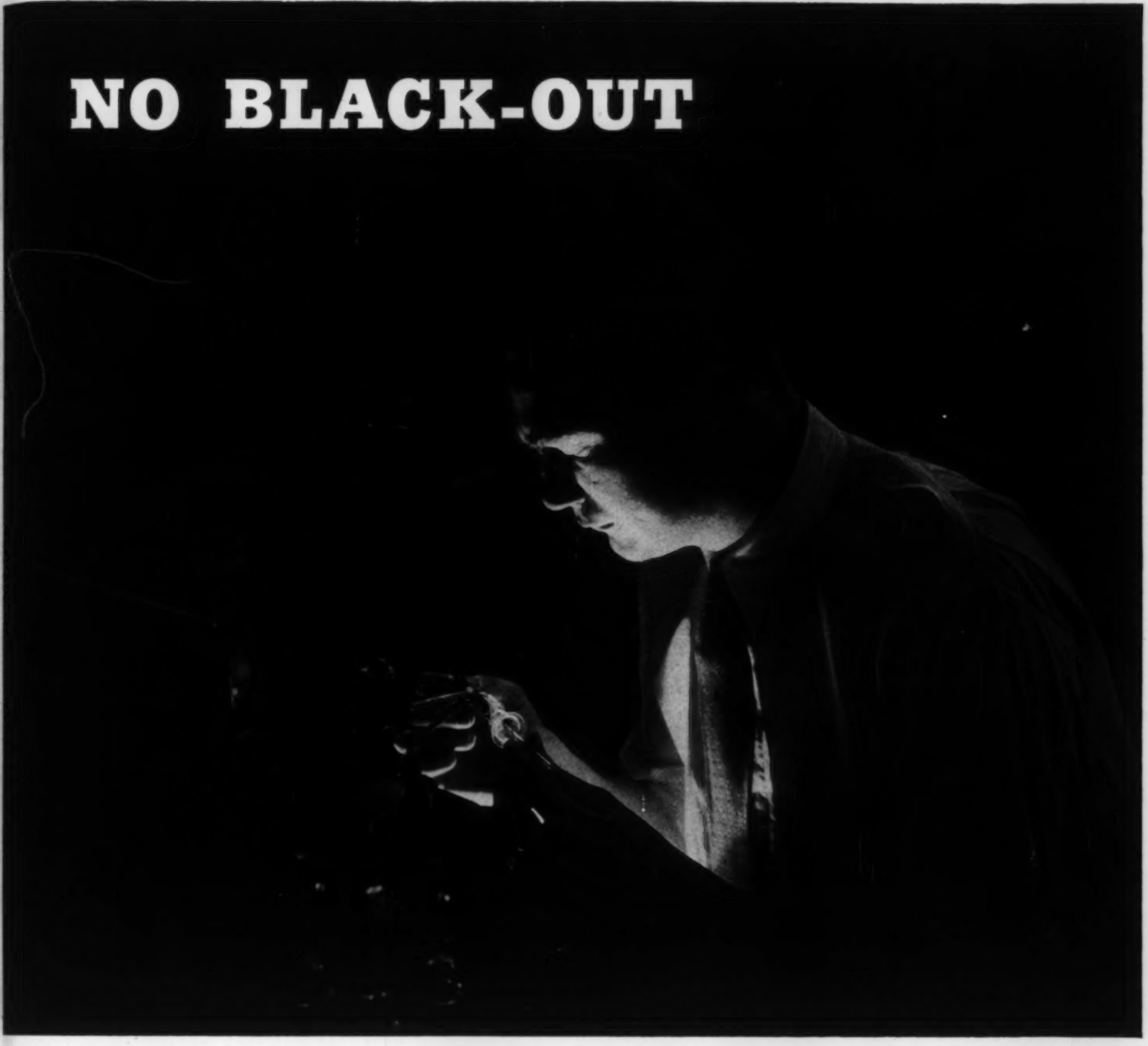
ANACIN Co., Jersey City (proprietary), extensive user of network radio, on Jan. 10 started a half-hour period of recorded music with Ray Nelson as m.c., on WJZ, New York. Contract is for 52 weeks. Agency is Blackett-Sample-Hummert, New York.

SALESMAN WANTED

One of the nation's most important stations requires a very aggressive, averagely good man, 35 to 40 years old, who has had 3 or 4 years successful experience on local sales with high-powered stations. Fairly low salary to start, but plenty of chance of financial advances as man proves himself.

All replies held in strictest confidence. Our men know of this ad.

Write giving full details (with figures) to box 15, BROADCASTING.



NO BLACK-OUT

... for radio research!

Behind closed doors, the engineers at Bell Labs and Western Electric are developing new ideas in radio at an unheard of rate.

Right now, secrecy must surround these things. They're going into many kinds of equipment for war that we're rolling out by the trainload for Uncle Sam.

But there's a time coming when many of these developments can and will be adapted to equipment for better broadcasting. Here's looking forward to the day when we can share them with you!

DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.

Western Electric

MORE AND MORE PERSONAL

CHARLES WAYNE DAMERON

UNITED PRESS WAR NEWS

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DOING THE REAL JOB OF PERSONA
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Are They Listening?

LISTENING is at an all-time peak. It will remain that way from now on. Radio's responsibility increases in like proportion.

Crossley and Hooper ratings have zoomed all down the line since the war began, and in those tense months that preceded the declaration. More radios are tuned in more hours during day and night. Last year 13,100,000 new sets were sold. And some 50,000,000 sets were in use when the year began.

Here and there newspaper and magazine publishers and their space salesmen have been selling radio short as a sort of war waif. They have tried to influence Government officials to clamp restrictions on radio via the censorship route, and clumsily have attempted to divert radio advertisers. They have hammered away at news broadcasts, radio "blackouts" (which already have become a rarity) and other wishful and fantastic shortcomings.

But they're riding a losing horse. The radio "circulation" story was never better and it is self-evident. It's only necessary to ask anyone on the street-car, bus or subway, or perhaps listen to the radios in limousines. Or look into any business office or city room and you'll find a radio nine times out of ten.

A month of actual war has had far-reaching effect on the American way of life. It has struck with appalling impact, and radio is not excepted. It is contributing more of its time than ever to the war effort. And it isn't grumbling particularly about paid space bought for the same purpose in publications.

But before the going gets any rougher in the mild revival of the newspaper onslaught against radio, certain other facts should be appraised. Radio set production will be curtailed in 1942, but not eliminated. The drop may be as great as 50 to 75%. But there are 57,000,000 sets in use in a nation of 130,000,000. Sets don't wear out overnight. Tubes are, and presumably will be, available. A peak audience is assured even if new sets are not sold.

In the publication field, there is the paper-rationing prospect. We wouldn't like to see that, any more than we relished the automobile ban, or the tire edict. Newspapers *are* essential. So are most magazines. But there's no blinking the fact that there is imminent danger of a paper shortage.

In the recent resurgence of anti-radio crusading there was that threadbare myth that radio is a preponderantly laxative-supported medium. The talk is too ridiculous to warrant answer, but if any is needed, the latest annual report of the Federal Trade Commission supplies it eloquently.

The Radio & Periodical Division of FTC during the last fiscal year examined a total of 871,909 commercial scripts, aggregating about 1,800,000 pages in its "truth in advertising" work. These covered network, individual station and transcribed program commercials. Of these only 24,535 or 2.7% were set aside for further scrutiny as containing "representations that might be false or misleading".

The Division examined a total of only 377,764 advertisements in newspapers, magazines, farm and trade journals, for similar purposes. Of these, 25,022 or 6.6% were marked for "further study".

It's as distasteful to us to engage in a revival of the old feud as it is to the majority of publishers who do not condone the tactics of their over-zealous colleagues. Radio, till now, has made it the hard way. It will continue its affirmative job of service (with emphasis on the public) and sales.

War's That Way

ONLY SCANT attention was given the incident a few days ago when the Fourth Interceptor Command in Los Angeles ordered all stations to cease carrying testimonials or request numbers, or in fact any "communication from the public". Reason: The now familiar possibility of "aid and comfort to the enemy".

Radio took it, even to the point of eliminating from network programs reaching the Coast any material falling in the banned category. Since then, thanks to prompt intercession of the Office of the Director of Censorship and the Radio Branch of the Army, the confusion has been eliminated, and the preemptory order relaxed, insofar as network clearances are concerned.

Certainly the summary command that radio shut off certain types of programs, and the threat that they would be silenced for failure to comply, constituted unjustifiable interference with freedom of the air, which radio guards just as zealously as newspapers defend freedom of the press. But by use of logic, authorities were convinced that the snap-judgment ruling was in error.

Other mistakes will be made during this war—plenty of them. As a protective device a set of regulations shortly will be forthcoming from the Office of Censorship, evolved in collaboration with the industry. Undue encroachments against radio's freedom of action, outside the bounds of war expediency and good sense, will be resisted by radio. A servile radio cannot serve public interest.

But in achieving the goal of maximum efficiency of operation and of all-out collaboration with the Government in the war effort, radio understands it cannot assume a belligerent, chip-on-its-shoulder attitude every time some official proposes a restraint on operations. So far things have worked out. Good faith has been evident throughout, and a little patience, even in these swift-moving times, doesn't hurt.

Guestitorial

KEEP 'EM SINGING

By PAUL J. MILLER
Production Manager, WWVA, Wheeling

FOR almost seven years we have been conducting a broadcast known as the *Prowling Mike* from 10:45 to 11:00 p.m. immediately preceding the *WWVA Jamboree* show. This broadcast consisted of an open microphone into which thousands attending the Jamboree were permitted to speak, and during its seven-year run approximately 100,000 persons have had the opportunity of saying "Hi Mom" and "Hi Pop", etc., into the "Inquiring Mike".

In compliance with defense regulations this broadcast was discontinued a few weeks ago, and we were casting around for an idea for a program, which would have both air and audience appeal, for its replacement. We have not only found the program, but an idea which we believe could be used by all broadcasters.

The new program is a song fest led by Lew Clawson, popular m.c. of the *Jamboree*, with accompaniment by an eight-piece band. On the first broadcast we asked listeners to suggest a name for the new program, indicating in our remarks that we felt that in this time of great strife America wanted to sing. The resulting suggestions were very gratifying and as a result this broadcast is known as *"Keep 'Em Singing"*.

The trend of the letters received all were along the lines we originally had in mind and listeners felt the broadcast would help to build the morale and bring cheer to those who otherwise might tend to be morose.

All America is alive to the urgent present day necessity of "Keeping 'Em Moving" — "Keeping 'Em Flying" — and "Keeping 'Em Rolling", and rightly so, because action aplenty is the stuff of what victories are made.

We believe that our own *Keep 'Em Singing* will inspire public morale which is so essential during war times. So any Saturday night that you tune in WWVA at 10:45 p.m. you will hear thousands of Americans attending the *WWVA Jamboree* singing to victory on this new broadcast, *Keep 'Em Singing.*

We feel it is radio's job to keep up the civilian morale and the last war proved that singing was essential both in civilian and military ranks. So the *WWVA Jamboree* goes all out to "Keep 'Em Singing."

We Pay Our Respects To —

EDWARD AARON DAVIES

RESULTS are the keynote of the successful radio career of Maj. Edward Aaron Davies, vice-president in charge of sales of WIP, Philadelphia. His life has been a succession of radio firsts and broken sales records.

Receivers with vacuum tubes were a rarity and crystal sets the rage back in 1921 when Maj. Davies first dabbled with radio. A year later he participated in WIP's first broadcast, and in 1923 became general manager of the station, succeeding Henry M. Neely, later destined for fame as "The Old Stager" of the networks. Apart from a five-year period, 1932-37, when he was general director of radio of the John Faulkner Arndt Agency, Philadelphia, Major Davies has been with WIP since 1922, doing everything from announcing to managing the station and superintending its sales.

Born in Philadelphia March 1, 1890, he attended Philadelphia's Central High School and studied business administration at night school at Pennsylvania U. Before breaking into radio, Major Davies was assistant personnel manager at the Gimbel Bros. Philadelphia store, which he left in 1917 to enter military service. Honorably discharged, with wounds, in 1919, he returned to Gimbel Bros. the following year and remained there until 1922, when he joined WIP. In the pioneer wireless days, Maj. Davies compiled a long list of "firsts". Under his direction WIP broadcast the first football game from Franklin Field, Philadelphia, on Thanksgiving Day in 1923—Pennsylvania and Cornell. The following summer he arranged the first undersea broadcast a half-mile off Atlantic City's Steel Pier.

In 1925, at the request of the Navy and Westinghouse, he checked the results of using a microphone, instead of the usual telephonic headset, in a diver's helmet. During this undertaking Westinghouse experimented with a powerful underwater searchlight. On the basis of results obtained during this test, the Navy adopted as standard equipment both a microphone for undersea work and the searchlight.

To WIP also went the distinction of broadcasting the first full performance of grand opera direct from the stage—Tannhauser, produced by the German Staats Opera Co. In 1925 the station conducted one of the first shortwave broadcasts from a plane, and also put the famous Philadelphia Orchestra on the air. The radio debuts of Nelson Eddy, Leopold Stokowski and Conrad Thibault, were made on WIP within a short time later.

One of the most unusual broadcasts Major Davies ever directed on WIP came during the visit of the late Queen Marie of Roumania. Her Majesty had refused to broadcast—at least she had demanded a huge fee—but since he held exclusive broadcast rights for WIP, Major Davies concealed two microphones in the royal box in the auditorium at the Exposition. When the Queen responded in the course of events with her pre-arranged speech, the microphones were switched on and WIP listeners were given an exclusive treat.

In 1924 Maj. Davies was named to represent his district at the Hoover radio conference. He served on the committee two years. Three years later President Coolidge offered Major Davies appointment as a member of the first Federal Radio Commission, but the Major declined on grounds that he could best serve radio as an active station operator.

Joining the Arndt agency in 1932, Major Davies was induced to return to WIP in November, 1937, as sales director. On June 1. 1939, he was named vice-president in charge of sales by Benedict Gimbel Jr., WIP president. WIP ended 1939 with sales up 87.5%!

In 1922 Major Davies married Thelma Melrose, famous concert and operatic singer. His hobbies are music, his Army work and travel.

He is an accomplished musician, both as singer and pianist, and is a constant attendant at Philadelphia's musical events. Now in the inactive reserve of the Army, he works with the War Department in an advisory capacity in radio public relations and is an executive officer of the 315th Infantry. Maj. Davies has made 16 Atlantic crossings, and has visited every country in Europe. What little time remains after his business and hobbies are cared for is devoted to his spacious home in the Philadelphia suburbs.

Personal NOTES

ARTHUR F. HARRE, manager of WAAF, Chicago for six years, on Jan. 19 joins WIND, Gary, Ind., as local sales manager, as announced by Ralph L. Atlass, president. John T. Carey continues as station's general sales manager.

GORDON M. WIGGINS, former West Coast Representative of KOY, Pheonix, and with the sales promotion department of WLS, Chicago, has joined the sales department of Westinghouse stations WBZ-WBZA, Boston-Springfield.

OTIS P. WILLIAMS, account executive of WOR, New York, has set a time sales record at WOR it was announced by Rufus C. Maddux, vice-president in charge of sales.

CHARLES SMITH has been appointed Hollywood manager of National Concert & Artists Corp. recently organized to take over business of NBC's concert and talent divisions, following their purchase by a group headed by Alfred H. Morton, formerly vice-president in charge of the network's television [BROADCASTING, Dec. 15]. Alex Robb, formerly NBC Hollywood Artists Service manager, continues with the network.

J. CLARENCE MYERS, in charge of publicity and sales promotion for KYA, San Francisco, has been appointed assistant radio and news editor of the San Francisco office of the U. S. Coordinator of Information.

JOHN WITTENMEIER, account executive, formerly of eastern stations, has joined KYOS, Merced, Cal.

DICK DORRANCE, business manager of FM Broadcasters Inc., is the father of a boy, his first, Sturges Dick Dorrance 3d, born New Year's Day at Flower Hospital, New York.

JOHN J. KAROL, market research counsel of CBS, has joined the teaching staff of New York U's Radio Workshop and on Feb. 5 starts a series of 15 weekly evening lectures devoted to "The Business Side of Radio."

WILLIAM C. ALCORN, general manager of WBNX, New York, has been appointed chairman of one of the three divisions of the new Bronx Tire-Rationing Board, recently established by the government.

ROBERT A. CATHERWOOD, general manager of WWRL, New York, has been appointed radio director of the public relations committee of the Queens Office of Civilian Defense. WWRL is readying a series of weekly civilian defense talks in cooperation with the organization.

FRANK E. MASON, NBC vice-president on leave of absence as assistant to the Secretary of the Navy, on Jan. 28 will speak on "The Radio and Public Relations" before members of the second annual short course on Public Relations conducted by the American Council on Public Relations at the Harvard Club, New York.

DR. GEORGE W. YOUNG, owner and general manager of WDGY, Minneapolis, has left for Florida where he will spend several months at his Miami Beach residence.

RICHARD COOK, formerly with Casman and Cook, publishers' representative, has joined the sales department of WHN, New York.

FIN HOLLINGER, formerly commercial manager of WHLD, Niagara Falls, has joined the sales department of KDB, Santa Barbara, as account executive.

JOCK HUTCHINSON Jr., golf pro at Forest Hills country club, Rockford, Ill. has joined WROK, Rockford, dividing his time between announcing and the sales department.

K. W. RICE, assistant manager and program director of WDWS, Champaign, Ill., has resigned. Mrs. Marajen Stevick Dyess has assumed his duties.

ASHLEY ROBISON has been named assistant manager of WCOP, Boston, and C. Wayland Kline has joined the sales department.

TED ENNS, national sales manager of KSO-KRNT, Des Moines, is the father of a girl born recently.

C. M. Freeman Named WLS Sales Manager

Mr. Freeman

APPOINTMENT of Charles M. (Chick) Freeman as sales manager of WLS, Chicago, succeeding W. R. Cline who resigned on Jan. 1, has been announced by Glenn V. Snyder, vice-president and general manager. Formerly western manager of *Forbes* Magazine, on the sales staff of *Good Housekeeping*, and associated with *Farmer* magazine (St. Paul), Mr. Freeman came to WLS in October, 1938 two years with John Blair & Company. He was a lieutenant in the U. S. Air Service in World War I.

Wells H. Barnett, WLS salesman, has been appointed sales service manager, a newly created position. Mr. Barnett before joining the station in June, 1939, was an executive in Chicago office of Weston-Barnett, of which his father, Wells H. Barnett of Waterloo, Ia., is president.

Pearson in Rio

DREW PEARSON, half of the famed "Washington Merry-Go-Round" columnist team, currently sponsored on NBC-Blue by Serutan Co., Jersey City, is in Rio de Janeiro to cover the forthcoming conference of Foreign Ministers of the American Republics. Pearson will report developments of the conference via telephone to Robert Allen, his partner, who will broadcast a roundup on the team's regular Sunday news program.

Carlton to Washington

LEONARD CARLTON, radio editor of the *New York Post*, has been granted an indefinite leave to join the Office of the U. S. Coordinator of Information.

STATION MANAGERS

Do you have a bank, Loan Insurance Company or Bond Company that desires a unique radio program?

"NEWS FROM WASHINGTON"

is the answer to your client. Sell him direct pick-up or transcriptions with the big names of the "WORLD CAPITAL".

Complete details on request.
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BEHIND the MIKE

WALTER KANER, publicity director of WWRL, New York, has been named assistant radio director of the Public Relations Committee of the Queens County Office of Civilian Defense.

EDWARD TOMLINSON, authority on South American affairs and inter-American adviser to NBC, has been assigned to cover the "Third Meeting of Consultation of the Ministers of Foreign Affairs of the American Republics" to start Jan. 15 at Rio de Janeiro. Mr. Tomlinson will make daily reports on NBC-Blue during the ten-day meeting, during which he will analyze developments and interview prominent diplomats at the conference.

FRANK J. CUHEL, for several years associated with the importing firm of Dodge and Seymour in Batavia, Dutch East Indies, has been named Mutual correspondent in that place to handle the Sunday Far Eastern news roundup at 12:30 p.m. Mr. Cuhel, previously a reporter in America, replaces Elizabeth Wayne as MBS representative in Batavia.

LEE BLAND, formerly announcer of WCKY, CBS affiliate in Cincinnati, and previously production manager of WKRC Cincinnati, has joined the CBS New York staff as a production supervisor. During his four years in Cincinnati, Mr. Bland handled the production and announcing for the Cincinnati Symphony and Conservatory of Music.

Now a Regular

PINCH-HITTING has become a habit with Everett Howard, of WINC, Winchester, Va., when he drops in to visit Ronald Dawson, production manager of WCHS, Charleston, W. Va. A half-hour after he arrived in Dawson's office a few days ago Howard was pressed into service to substitute on a remote broadcast when the scheduled announcer suddenly fell ill. That night Dawson invited Howard to the local West Theatre, origination point for a quiz. Again Howard was shoved into an emergency assignment—this time the regular announcer got caught in a traffic jam. Upshot of the affair came when Howard was added to the regular WCHS announcing staff.

NORTHRUP (Bun) DAWSON of the production department of WCCO, Minneapolis, will leave in March to join the Naval Air Corps Reserve. Eddie Gallaher, continuing his radio duties in addition to public relations work for the Navy, on Jan. 3 married Mary Remole.

ARMAND LA POINTE Jr., formerly *Town Crier* of WHEB, Portsmouth, N. H. has joined the announcing staff of WMUR, Manchester, N. H.

SID DIMOND, formerly director of radio activities at the U of New Hampshire, has joined the production staff of WHEB, Portsmouth, N. H. David Carpenter, WHEB sales manager, has been pinch hitting for Bill Bradley, continuity editor, on *Lamaies Tavern Time* for the past week while Bradley was on vacation with Gordon Kinney, program director, in the South.

CHARLES VANDA, CBS Western division program director, will remain in New York through the winter as liaison between that network, the Government and organizations presenting benefit shows.

ED HASE has been appointed program director of WCHV, Charlottesville, Va., succeeding Alden Aaroe who has been inducted. Bob Davidson, formerly of WLAG, La Grange, Ga., has joined WCHV's announcing staff and George Boone has rejoined the staff.

BOB LEWIS, formerly of KFSD, San Diego, Cal., has returned to the announcing staff of KIRO, Seattle.

PAUL BUSSARD, formerly on the continuity staff of WING, Dayton, O., is now stationed at the Great Lakes Naval Training School.

JERRY SOESBEE, formerly of WSTP, Salisbury, N. C., WWNC and WISE, Asheville, has joined the announcing staff of WCOS, Columbia, S. C.

HARVEY HUDSON, announcer of WRVA, Richmond, Va., is convalescing after an appendectomy.

BERNE ENTERLINE, formerly of WSOY, Peoria, and Fred Leo, of WMRO, Aurora, have joined the announcing staff of WMBD, Peoria, Ill.

ED CLELAND, formerly continuity writer of WBBM, Chicago, has joined the Canadian Army.

JACK SHELLEY, news editor of WHO, Des Moines, has been named war news coordinator for Iowa in NAB District 10.

HAROLD MODLIN, farm service director and announcer of WLBC, Muncie, Ind on Dec. 28 married Miss Marian Lund, Laurens, Ia.

HARRY CARAY, sports announcer of WKZO, Kalamazoo, is now stationed at the supplemental studios of the station in Grand Rapids.

ROBERT FERRIE, formerly of WSUI, Iowa City, joined the announcing staff of KFRO, Longview, Tex. where he will take the place of Ray Whitworth who joined KPLC, Lake Charles, La.

GEORGE SHEPARD, announcer of WMFF, Plattsburg, N. Y. has been designated station coordinator for national defense.

JACK SAMWAYS has resigned as Ventura, Cal., office manager of KTMS, Santa Barbara, Cal., to engage in defense work in Texas. He married Evelyn Ramsay of Santa Paula, Cal., in that city, on Dec. 31.

CALDWELL CLINE, former announcer-producer of WWNC, Asheville, N. C., has joined the production staff of WBBM, Chicago.

GEORGE COLE, announcer of WOKO, Albany, has announced his engagement to Miss Mildred Case, Guilderland, N. Y.

JOE ANTHONY, announcer of WGES, Chicago, recently married Florence Keen, continuity chief of WAIT, Chicago.

RAYMOND BOLEY, resigned as dramatics director and announcer of WLEU, Erie to join George Heid Productions, transcriptions producer, Pittsburgh, effective Jan. 3.

HARRY BECKER, formerly of KHMO, Hannibal, Mo., has joined the announcing staff of WALA, Mobile, Ala.

IRA WALSH, radio and television coordinator for the *Hale America* program under civilian defense and former publicity director of WPEN, Philadelphia, and Mary Vought Mickle, daughter of Joseph Wright Mickle, head of the Joseph R. Mickle Co., Philadelphia agency, were married Dec. 31.

WADE BARNES, formerly announcer of WTAM, Cleveland, has joined WCAU, Philadelphia. He replaced Hughie Ferguson, who resigned to join the Marines.

ROSS MULLHOLLAND, formerly of Cincinnati and Chicago, has joined the announcing staff of W69PH, WCAU's FM station in Philadelphia.

RICHARD NORMAN, announcer of W71NY, FM station owned by WOR, New York, on Jan. 17 joins the Army.

HOWARD M. PAUL, publicity writer of WTMJ, Milwaukee, has been granted a leave to report for duty in the public relations department of the Navy where he holds the rank of ensign.

1,422 CORNER DRUG STORES IN WHAMland
LAKE ONTARIO
WHAM
LAKE ERIE

When the announcer on your show tells your listeners to "ask your corner druggist" he's speaking to the customers of 1,422 druggists—when he speaks through WHAM. WHAM gives you more than Rochester alone with its 132 druggists, more than Monroe County. WHAM, in its 43 county primary area, includes 1,422 drug stores—bonus coverage—for approximately one-third the cost of localized coverage of the same area.

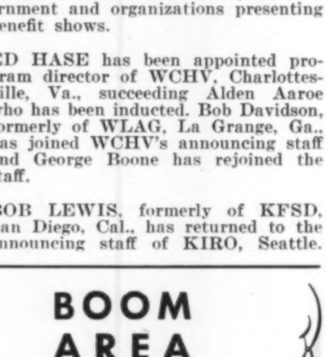
WHAM's fifty thousand watt, clear channel signal reaches out to WHAMland's 900,000 radio homes with the programs these prosperous folks in suburban homes, city apartments and on the farms prefer. For economical coverage WHAM is a better buy.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"


BOOM
AREA
and we're
doing the job!
750
WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

Meet the LADIES

MARJORIE OSBORNE

AT PRESENT sustaining traffic manager of WHK-WCLE, Cleveland, pretty Marjorie Osborne started her radio career with the old WJAY in 1933 as a member of the Tune Triplets trio. Taking to radio whole-heartedly she developed into a writer as well as actress and comedienne, working her way up in three years from the program director's secretary to her present post. In steady demand for transcribed spot announcements, Miss Osborne is on the air frequently on one or the other of the stations. She claims her proudest moment came when she was named program director of W8XNT, the UBC shortwave station.

MARY BAKER, formerly assistant continuity editor of WGES, Chicago, has joined WAIT, Chicago, as continuity director. She is replacing Florence Keen who was married Dec. 12 to Joe Anthony, WGES announcer.

JACK SHARP, formerly program director of WCLS, Joliet, Ill., has joined the continuity staff of W59C, Chicago.

MARK LOVE, Chicago concert and radio singer, has joined the Chicago staff of WHIP, Hammond, Ind., as artistic director.

BOB CANNON, Hollywood producer of *Al Pierce & His Gang* when sponsored on CBS by R. J. Reynolds Tobacco Co. (Camel cigarettes), resigned from the show in early January to join the Coast Guard. His duties have been taken over by Bill Gay, Hollywood producer of Wm. Esty & Co., agency servicing the account.

GRETCHEN McMULLEN, home economics expert of WBZ-WBZA, Boston-Springfield, on Jan. 7 gave her 2,000th broadcast. On Jan. 24 she will begin her 15th consecutive year on the air.

WILLIAM S. GAILMOR, author, lecturer and former Near East newspaper correspondent, has taken over the four-weekly news period on W71NY, FM station owned by WOR, New York, replacing Roger Shaw who is on indefinite leave because of illness.

JOHN LINDSAY, formerly of WGAC, Augusta, Ga., and Bill Shannon, formerly of WTAL, Tallahasse, Fla., have joined the announcing staff of WMAZ, Macon, Ga. They replace Tom Heaton who has enlisted in the Marine Corps and Cloud Morgan who joined the Navy.

CHARLIE GUS CHAN, announcer of WWRL, New York, said to be the only Chinese announcer in American radio, has been appointed newscaster.

HOWARD RHINES, having been discharged from Army duty, has returned to the announcing staff of KMPC, Beverly Hills, Cal.

HARRY K. RENFRO, news editor and director of publicity of KXOK, St. Louis, has been named a member of the publicity committee of the St. Louis Chamber of Commerce. Also he is working with the organization in producing *South American Voyage*, a goodwill feature for Latin America.

FRED PARSONS, formerly of WCHS, Charleston, W. Va., has joined the announcing staff of WPAR, Parkersburg, W. Va.

MILTON BACON, commentator of WCKY, Cincinnati, on Jan. 4 was guest of honor at a reception and party given by the station as a farewell for him. Mr. Bacon, the WCKY "goodwill ambassador", has signed a three-year contract with CBS.

BOB SIEVERS, announcer of WOWO-WGL, Fort Wayne, is the second staff member to enlist in the Navy. His marriage Dec. 27 to Harriet Oyer has just been announced.

DONN CHOWN, announcer of WJR, Detroit, has joined the Army Air Force and is stationed at Selfridge Field. Replacing him is Jack Lellman, of WISH, Indianapolis.

JEANIE OUSLEY, staff copywriter of WCSC, Charleston, S. C., has left to join her husband, Stanley Ousley, who has joined the Naval Reserve.

JOHN SHERMAN, announcer of WIS, Columbia, S. C., recently married Julia Catherine Warren, Sumter, S. C.

GEORGE ANDE, formerly a member of the Oklahoma City Symphony Orchestra, has joined KOCY, Oklahoma City, as an announcer.

DICK WYNNE, freelance announcer, San Francisco, and Miss Janet Strugnell of the KYA accounting department, announced their engagement New Year's Day. A February wedding is planned.

JUAN TRASVINA, announcer and Spanish news editor for the General Electric shortwave station, KGEI, San Francisco, and Carmen Puente, daughter of F. N. Puente, general agent of the National Railways of Mexico, were married Dec. 29 in San Francisco.

ISABELL MANNING HEWSON, pioneer news commentator, and currently NBC's *Morning Market Basketeer*, on Jan. 18 celebrates her 10th year of broadcasting.

JACK FARRELL of the audience mail division, KDYL, Salt Lake City, has enrolled as a Flying Cadet, being replaced on the KDYL staffs by Deane Lawrence.

THOMAS C. FLYNN, former CBS page boy and graduate of Columbia U, has been appointed collegiate editor of CBS succeeding Walter Murphy, who recently became publicity director of WEEI, Boston.

JIM CARROLL, announcer of WCSC, Charleston, S. C., left the station Jan. 8 to start training as an Army Air Corps flyinng cadet at Maxwell Field.

LEE MacARTHUR, production manager of KIEV, Glendale, is the father of an. 8½-lb. boy born Dec. 28.

PAUL HENNING, Hollywood writer on the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), is recovering from a recent appendectomy.

JOHNNY FRAZER, NBC Hollywood announcer, has been signed by MGM as narrator for a series of crime film shorts.

A NEW YEAR
1942
and a NEW HORIZON

WSPD soon will dedicate formally its elaborate new studios. Five studios featuring the most advanced technical and acoustic treatment are nearing completion in the station's own four-story BROADCAST BUILDING. Opening of these modern quarters will be a physical manifestation of WSPD's march toward greater accomplishments in broadcasting. Advertisers who use the modern facilities and topnotch services of WSPD have grown with the station. You, too, can find new horizons of business with The Voice of Toledo.

WSPD
FORT INDUSTRY STATION
TOLEDO, OHIO

SINCE 1921 . . . "THE VOICE OF TOLEDO"

Represented Nationally by KATZ Agency

While Others Shift
The Same
WCAO
in
Baltimore

☆Same Network
CBS basic since 1927

☆Same Frequency
600 kc. since 1922

☆Same Popularity
The Voice of Baltimore
Since 1922

Studio Notes

WHIP, Hammond, Ind., is completing construction of five new antenna towers located south of Chicago city limits, intended to give the station wider coverage of the Chicago area.

WIND, Gary, Ind., and WJJD, Chicago, have organized their engineering staffs of 22 men as an educational group to train radio operators for defense work. Classes will begin as soon as a State Authority is appointed, and will be under the supervision of the engineering, science and management defense training division of the U. S. Office of Education.

WAAF, Chicago, on Dec. 30 started a series of 10 weekly quarter-hour programs, *1941 in Review*, as a public service feature on which dramatic news events occurring last year are described by Kennedy Nelson.

WKZO, Kalamazoo, plans three-point coverage of Golden Gloves eliminations and finals to be staged in Grand Rapids, Kalamazoo and Battle Creek. Harry Caray, Paul Aurandt and other members of the staff will give the blow-by-blow.

WRVA, Richmond, estimates that a recent appeal on its *Okay, America* program brought in the following goodies for soldiers at Camp Lee, Va.: 6,500 packages of cigarettes, 1,767 pounds of candy, 285 pounds of cookies, 180 pounds of fruit cake, 279 pounds of nuts, 37 crates and bushels of fruit. The food was distributed to about 2,500 soldiers at the camp.

WENY, Elmira, N. Y., reports that on three Sunday broadcasts before Christmas a total of $7,400 was subscribed by listeners for the Arctic League Fund, to be used to buy food, toys and clothes for needy children. For 10 years the station has given two hours each Sunday for a program featuring outstanding community talent, on behalf of the league fund.

WCBI, Columbus, Miss., has ordered a new 1000-watt gasoline power unit to be used in the WCBI mobile transmitter and relay transmitter, now under construction.

WGES, Chicago, on Dec. 26 donated office space and facilities for the headquarters of District 28, headed by Franklin A. Hahn, in the local civilian defense program.

WITH three announcers working for 10 hours and 16 minutes reading the names of 3,358 contributors which used up 46 feet of adding machine tape to total donations, KGFW, Kearney, Neb. on Dec. 29 directed a drive that netted the Buffalo County Red Cross $5,000 for the war relief fund.

WXYZ, Detroit, is now carrying 59 news periods every day of its 24-hour operation. To avoid repetition the news periods are broken up into one-minute, three-minute, five-minute, ten-minute and quarter-hour segments.

WKZO, Kalamazoo, beat firemen to the scene of the Lincoln Hotel fire in that town on Dec. 22 when Paul Aurandt, program director, in the middle of his 10 a.m. newscast, saw the first puffs of smoke billow from the building a block away.

WLVA, Lynchburg, Va., held its Seventh Annual Christmas Party, a continuous broadcast starting at 4 p.m. and signing off at 10:30. WLVA received telephone contributions totaling $4,500. The last half-hour was used to acknowledge late donations. Last year WLVA raised $3,600 in the same period of time. This year's total was the equivalent of $1 per capita for Lynchburg.

THAT'S SNOW and apropos for this scene was the broadcast of Salt Lake City's first annual outdoor Snow Carnival. Crowned and ermine-bedecked "King Winter" (Bill Ketchum), reads proclamation into KDYL mike with David N. Simmons, KDYL promotion manager (left) holding mike and John M. Woolf, KDYL announcer (right). Over-the-shoulder spectator finds script amusing.

WDAS, Philadelphia, has taken additional floor space at its present location on the top floor of the 1211 Chestnut St. Bldg., which will double its studio space when alterations are completed in the next few weeks.

WIBG, Glenside, Pa., added a half-hour to its daily schedule with the new year in accordance with its current dawn-to-dusk license. The station will go fulltime later in the year when its new 10,000-watt transmitter is built and the studios are moved to downtown Philadelphia.

WGKV, Charleson, W. Va., with co-sponsor, *The Charleston Gazette*, conducted its third annual *Gift Basket* show Dec. 15-23 which raised over $1,500, shared by the local Red Cross War Fund and the Salvation Army's Christmas Basket Fund. Participants in the shows included: Mack Mathews, prominent in Charleston political circles; Maj. Hal Hughes of the Salvation Army; Joe Mathews, WGKV program director; Sid Katz, West Virginia and Ohio showman; Intermediate Court Judge D. Jackson Savage; Elsye "Buddy" Frazier, pianist and accompanist; Jim Fogelsong, Nathan Poffenbarger and Bill Mandt.

WBNS, Columbus, O., has signed Paul E. Brown, Ohio State U football coach to another series of football chats and prognostications during the 1942 season, to be conducted like the 1941 series which Brown followed with a weekly half-hour show on all sports after the close of the football season.

WBNX, New York, through General Manager W. C. Alcorn, received a plaque recently from Emanuel Schwartz, past president and now chairman of the board of directors of the Bronx County Bar Assn. as a tribute to the *American Way* series on WBNX.

WGOV, Valdosta, Ga., on Dec. 21 broadcast memorial services for Capt. Colin Kelly, first United States hero of World War II, held in the Presbyterian church, Madison, Fla.

WTRY, Troy, N. Y., will be host to WGY, Schenectady, in a rubber match of a series of bowling contests now being conducted between teams representing the two stations. Third match will be held early in January. WGY's team is led by its manager, Kolin Hagar, and Bill Ripple, commercial manager, leads the WTRY keglers.

OAX-4Z, Radio Nacional, Lima, Peru, on its English-language *Peru Calls You* feature directed by Victor Llona is presenting talks by Peruvian men and women and illustrative dialogues about Peruvian life, with native Peruvian music. OAX-4Z operates on 6082 kc.

KOIN, Portland, recently aired a series of transcriptions made by Johnny Carpenter, special events chief, who made the trip on the maiden voyage of the "Star of Oregon", Liberty Fleet cargo vessel, down the Columbia River and out into the Pacific. Transcriptions covered the activities on board, including engine room sound effects.

KMYC, Marysville, Cal., cooperating with the Red Cross in its 50-million dollar war relief drive, on Dec. 26 carried a special 90-minute program featuring Rollin Banta and his orchestra and local talent. Expecting to net $1,000 or $1,500 in Yuba and Sutter Counties, whose quotas were $8,000 and $7,000, respectively, the station itself finally collected a total of $3,700 as a direct result of appeals on the program.

IN RECOGNITION of ten years' service at KFI-KECA, Los Angeles, Earle C. Anthony, owner and operator, presented gold watches to H. M. McDonald, George W. Curran, Harold S. Christensen, W. H. Alexander, K. V. Dilts, F. W. Everett, technicians, and Miss Virginia West, assistant publicity director.

KFI, Los Angeles, has installed special automatic equipment to tap out the familiar three dots and a dash, the Allied victory symbol, every half hour on its 'round the clock schedule, until the war is won.

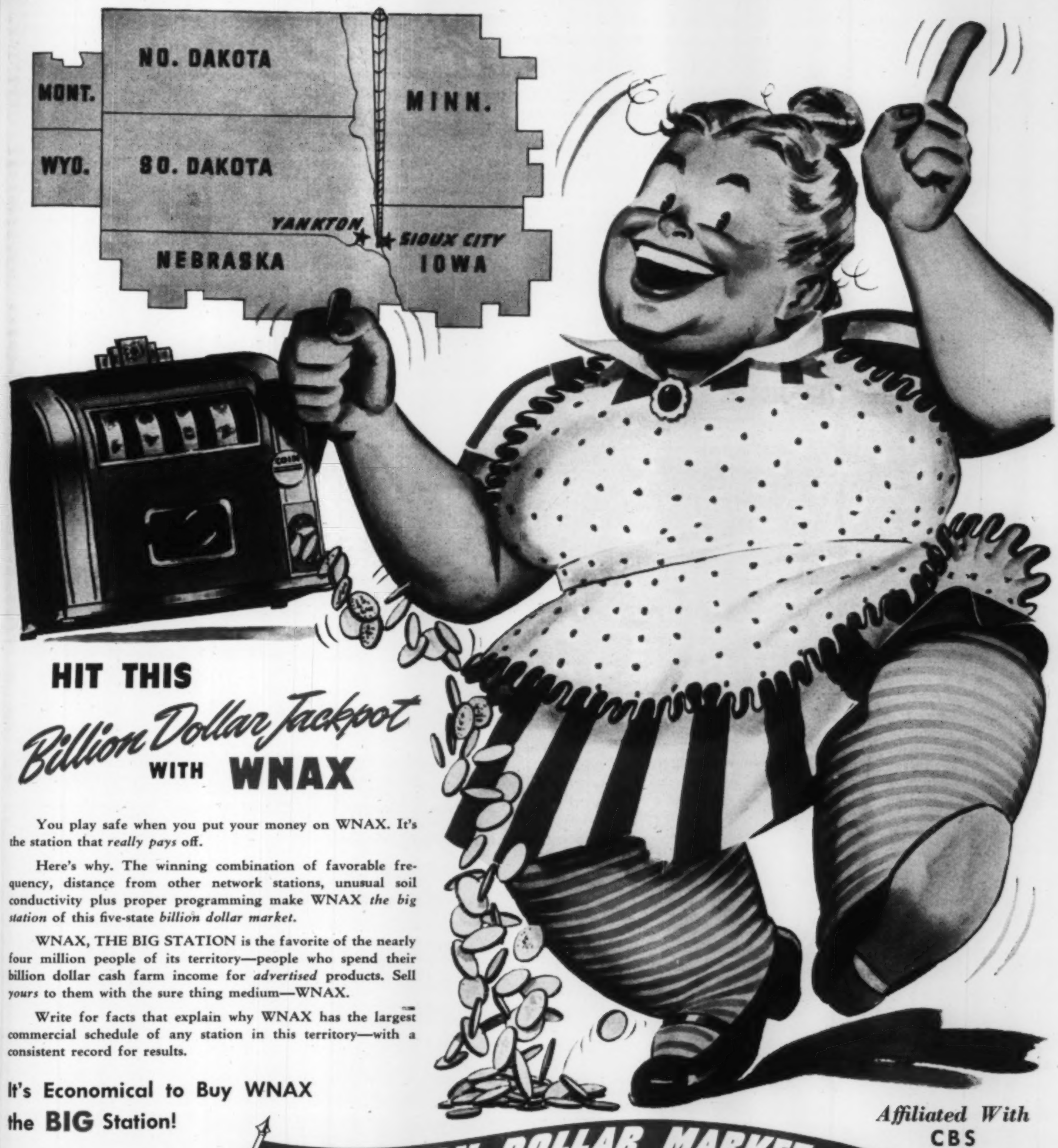
MORE than 1,700 veteran employes of General Foods Corp., New York, with service records of from 15 to 44 years, were honored by their fellow workers and the management Dec. 23 at a series of 10 regional banquets in the U. S. and Canada, which terminated in a nationwide CBS broadcast with a special Christmas message from C. M. Chester, board chairman.

KFEL, Denver, celebrated its 19th birthday Jan. 4. The station, one of the oldest in the West, is managed by Gene O'Fallon, member of the board of directors of NAB for five consecutive terms.

CKTB, St. Satharines, Ont., on Dec. 9 started operating with its new 1,000-watt RCA transmitter on 1550 kc.

Divided by War

THE TWAIN shall meet, but probably not until the war is over. Two years ago Dr. Antoinette Perillo met Charles Barbe, CBS correspondent in Berne, Switzerland. They fell in love, planned an early marriage. But Barbe volunteered to drive an ambulance in France, went abroad, later went to Berlin, then Rome and Berne. Meanwhile Dr. Perillo tried every way possible to get abroad. Her request for a passport turned down by the State Department, she suggested a proxy marriage so she could get a visa as a married woman. No good! Next, she tried to go abroad as an ambulance driver. That too was turned down. Then she offered her services as a Red Cross worker. At last, that was OK'd. Joyfully, she boarded a train for Washington to get her credentials and passport—but the day she left for the capital Japan declared war. So the pretty New York doctor is still in New York and still Dr. Perillo.



HIT THIS *Billion Dollar Jackpot* WITH WNAX

You play safe when you put your money on WNAX. It's the station that *really pays* off.

Here's why. The winning combination of favorable frequency, distance from other network stations, unusual soil conductivity plus proper programming make WNAX *the big station* of this five-state *billion dollar market.*

WNAX, THE BIG STATION is the favorite of the nearly four million people of its territory—people who spend their billion dollar cash farm income for *advertised* products. Sell *yours* to them with the sure thing medium—WNAX.

Write for facts that explain why WNAX has the largest commercial schedule of any station in this territory—with a consistent record for results.

It's Economical to Buy WNAX the BIG Station!

Affiliated With
CBS

A BILLION DOLLAR MARKET

WNAX

SIOUX CITY, IA. ★ YANKTON, S. DAK.

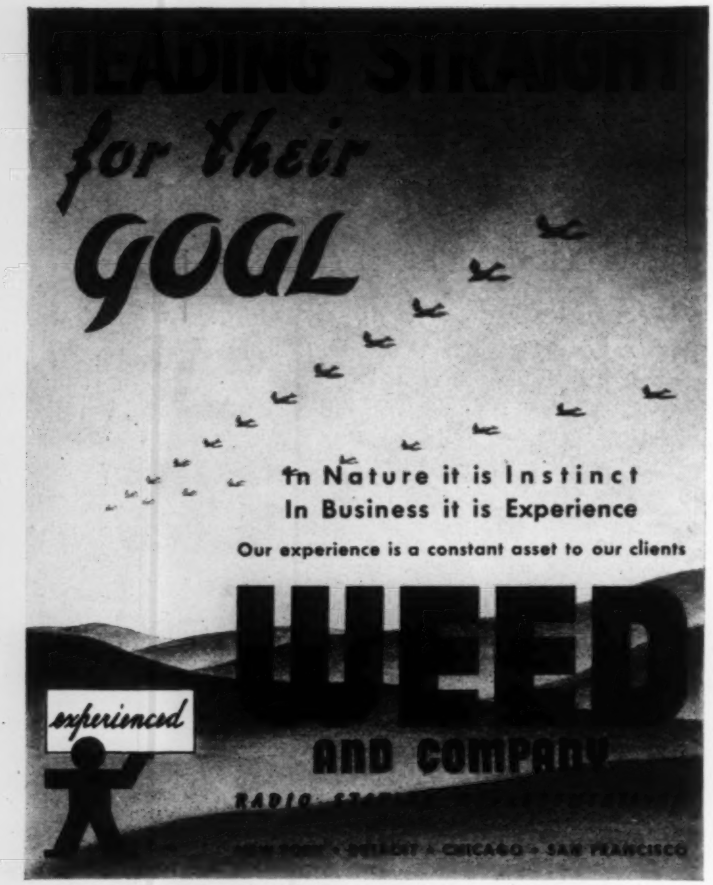
5000 WATTS

C. P. 5000 WATTS
NIGHT

570 KC.

A COWLES STATION

Represented by the
KATZ AGENCY


HEADING STRAIGHT
for their
GOAL
In Nature it is Instinct
In Business it is Experience
Our experience is a constant asset to our clients
experienced
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

IN '42 —reach the millions of able-to-buy workers in the defense-active Detroit area . . . with CKLW. This live-wire station has a primary coverage of over eight million people! 22 hours daily, the CKLW signal, at 800 kc., covers America's 3rd market, completely!

IN THE
DETROIT MARKET
CKLW
5000 WATTS
DAY and NIGHT

MUTUAL BROADCASTING SYSTEM •

Agencies

JULIAN M. SNYDER, director of marketing and research of Erwin, Wasey & Co., New York, has been appointed vice-president in charge of research & marketing.

THAINE MALLETT and Ford McElligott have joined the production and copy departments, respectively, of McCarty Co., Los Angeles. Fred F. Hubler has been added to the staff as account executive.

MARY KINGSBURY, formerly of the radio department, Blackett-Sample-Hummert, Chicago, has joined the feature writing staff of *You* magazine, New York.

HELEN KIMBALL, radio billing department, Blackett-Sample-Hummert, Chicago, was married Dec. 8 to F. E. Evans, St. Louis. Beatrice Hune replaced Mrs. Evans.

ROBERT M. S. WALKER, formerly executive vice-president of Wadsworth & Walker, New York, has joined Roy S. Durstine Inc., that city.

WILLIAM H. KEARNS, for three years vice-president of H. W. Kastor & Sons, Chicago, where he handled various Procter & Gamble accounts, has been named general manager of the agency's New York office, effective immediately.

DWIGHT MILLS, vice-president of Kenyon & Eckhardt, New York Agency servicing the Standard Brands (Fleischmann's Yeast) account, was in Hollywood during early January to confer with Carlton Morse, writer of the weekly NBC drama, *I Love a Mystery*, sponsored by the latter concern.

BURNS LEE, director of publicity of Benton & Bowles, New York, has resigned to join the press division of the Defense Savings Staff in Washington.

AL MOREY, writer of *Uncle Walter's Dog House* for Russel M. Seeds Co., Chicago, on Jan. 1 joined Edgar Bergen's writing staff in Hollywood.

RICHARD LOCKE, junior producer of Russel M. Seeds Co., Chicago, has joined the Air Corps and has been assigned to the Office and Supply Depot at Jefferson Barracks, St. Louis.

CAMPBELL-EWALD Co., Detroit, servicing mostly auto accounts, has discontinued its Los Angeles offices.

L&T Promotes Brown

DR. LYNDON O. BROWN, in charge of the Lord & Thomas, Chicago, marketing and research department, has been appointed vice-president in charge of the marketing, media and research division of the agency in New York. Author of *Market Research & Analysis* and associate professor of marketing and research at Northwestern U, Dr. Brown will direct a newly-created staff that will coordinate these activities in all of the agency's offices.

Jack Runyon Resigns

JACK RUNYON, radio director of Ted Bates Inc., New York, has resigned effective Feb. 1, he announced in Hollywood this past week. Before joining Ted Bates Inc., Runyon was radio director of Buchanan & Co. in Hollywood. Prior to that he headed that department of Lord & Thomas in the latter city for several years.

Lauren C. Eckels

LAUREN CHANDLER ECKELS, 25, production manager of Eckels Adv. Agency, Los Angeles, died Jan. 5 at Hermosa-Manhattan community hospital from injuries received in an auto accident the day previous. He had enlisted in the Army Air Corps and was scheduled to report for duty on the day of his death. Surviving is his mother, Mrs. Lulu E. Eckels, head of the agency bearing her name.

JOE MICCICHE, for 7½ years at KRKD, Los Angeles, has joined Charles Levitt Adv., that city, as radio account executive.

JOHN NELSON, head of all media for McCann-Erickson, San Francisco, has taken over the post of radio timebuyer, left vacant by Phipps Rasmussen, called to active duty in the Navy. Ole Morby has been shifted to the radio markets division.

CHARLES BOWES, formerly publisher of the *La Grande Evening Observer* in Oregon and previous to that with the *Denver Post* and *The Daily Oklahoman*, has joined Gerth-Knollin Adv. Agency, San Francisco.

560 KC
5000 WATTS DAY
CP 5000 WATTS NIGHT
The Carolina's BEST Frequency!
WIS
NBC Red
COLUMBIA, S.C.
FREE & PETERS Inc. National Representatives

RADIO AIDS DEPARTMENT STORE

Toyland Promotion Proves Successful as Result Of Broadcasts by Columbus Retailer

By HARRY H. HOESSLY

Sales and Promotion Manager
WHKC, Columbus

RADIO is described by F. & R. Lazarus & Co,, Columbus, as the most potent advertising medium employed in publicizing its highly successful Christmas institutional Toyland promotion.

Located in a new section of the store, Toyland was reached by a decorated freight elevator called "Chimney Express", with clowns for operators and a calliope in constant action. Radio was used extensively to tell the public about the special elevator.

Arrives on Plane

Opening event was the arrival of Santa on an airliner. Despite steady rain for 12 hours preceding his arrival, 20,000 persons were on hand to greet the plane. Only promotion besides radio was one newspaper advertisement and a sign in a window. Prior to his arrival a special broadcast from the North Pole had featured reading of letters as well as gnome dialogues obtained by speeding 33 1-3 transcriptions to 78 rpm. WHKC also covered the arrival.

Conclusive Statistics

Statistic seekers will be interested in the following figures as conclusive evidence of the success of the second year of this radio promotion. Santa was deluged with 9,293 pieces of mail, to which the Lazarus company responded with an amusing form card from Santa Claus. Since, in most cases, more than one child's name was affixed to an individual letter, and each youngster was sent a personal invitation to Santa's "Chimney Express", 13,265 cards were mailed out. Santa talked with 25,048 boys and girls, and the grand total of children and parents carried to the toy department on the "Chimney Express" was 79,332.

As an institutional and good-will feature, the entire promotion proved highly successful, and as a direct medium to attract Mr. and Mrs. Columbus and their children to the toy department, and radio proved itself without parallel, blazing the trail again for a closer alliance between the retail stores and the advertising power of radio.

Thousands of families listened in! Thousands of people responded! In fact, by actual count, although the "Chimney Express" was two city blocks away from the main entrance of the store, 79,332 people rode the "Chimney Express" to the fourth floor toy department between Nov. 20 and Dec. 25 at actual advertising cost each of only 9/10ths of a cent. There were 25,048 children who personally talked to Santa Claus in his throne-room in the Lazarus store! And there were 9,293 letters received, and these containing 13,265 names of children were answered with a Santa Claus card.

Scouts Get 'Cavalcade'

WBS TRANSCRIPTIONS of six *Cavalcade of America* broadcasts, NBC-Red program sponsored by E. I. DuPont de Nemours & Co., Wilmington, have been made available to the Girl Scouts for presentation on local stations after Feb. 1 by Girl Scout councils, totaling more than 650,000 members in 6,154 communities.

Cherniavsky to WEEI

JOSEF CHERNIAVSKY, radio and motion picture conductor, has been named musical director of WEEI, Boston. The appointment is effective Jan. 5. Mr. Cherniavsky was formerly musical director of WOV, New York, and before that of WLW, Cincinnati.

REGIONAL FACILITY IS AWARDED WFTL

THE FIRST big station grant of 1942 was authorized last Tuesday by the FCC when it allotted to WFTL, Ft. Lauderdale, Fla., 10,000 watts on 710 kc. The transmitter will be some 25 miles, airline, from the center of Miami.

The grant was to Ralph A. Horton, investment and real estate man and a resident of Ft. Lauderdale for the past 25 years. He acquired WFTL last July for $50,000 from Tom M. Bryan, local contractor, who had put the station on the air in December, 1939. Mr. Horton was formerly vice-president of the *Fort Lauderdale Times*, but relinquished his newspaper connection upon acquisition of the station.

WFTL now operates with 250 watts fulltime on 1400 kc. It became an MBS outlet Dec. 1. The application for assignment on 710 kc., a Class 1-B channel, was filed last October. The FCC authorization was conditioned upon approval of the antenna site and design and proof of performance. John H. Barron, consulting engineer, designed the pattern and is handling the engineering, with Andrew W. Bennett as the stations counsel.

Simultaneously, the FCC granted KIRO, Seattle, operating on 710 kc. with 50,000 watts, authority to make changes in its antenna system for nondirectional daytime operation.

Skiing Trouble

NOW that all reports on weather are taboo on radio stations per orders from the U. S. Weather Bureau, Bob Quivey is having trouble in conducting his *Let's Go Skiing* program Fridays on WHN, New York. Bill can't tell ski fans about conditions of the sky and temperature, but he is permittted to mention the number of inches of snow in various neighboring ski resorts.

Play your product to a
FULL HOUSE

DURING 1940 AND 1941 repeated surveys have shown that when messages of national importance are broadcast over all Chicago stations—W-G-N had the largest audience. THIS large, alert audience—the W-G-N audience—means more sales for you.

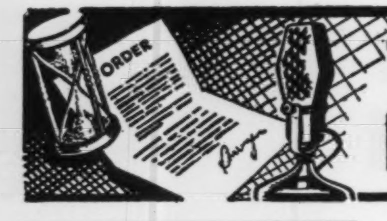
WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLW, Cincinnati

Arcady Farms Milling Co., Chicago (Farm Feeds), 39 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Peter Paul Inc., Naugatuck, Conn., 3 *sp* weekly, 3 *sa* weekly, 26 weeks, thru Platt-Forbes, N. Y.

Swift & Co., Chicago (Pard Dog Food), 3 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

Hecker Products Corp., New York (Shinola Jet Oil), 6 *ta* weekly, 15 weeks, thru Benton & Bowles, N. Y.

P. Lorillard Co., New York (Union Leader Tobacco), 6 *sp* weekly, 13 weeks thru Lennen & Mitchell, N. Y.

Bristol-Meyers Co., New York (Sal Hepatica & Minit Rub), weekly *sp*, 52 weeks, thru Young & Rubican, N. Y.

John Morrell & Co., Ottumwa, Ia., (dog food), weekly *sp*, 22 weeks, thru Henri, Hurst & McDonald, Chicago.

Utilities Engineering Institute, Chicago (training course), 3 *sa* weekly, 26 weeks, thru First United Broadcasters, Chicago.

Mohawk Bedding Co., Chicago (Mohawk Mattresses), 3 *sp* weekly, 13 weeks thru Schwimmer & Scott, Chicago.

Procter & Gamble Co., Cincinnati (Duz), 5 *sp* weekly, 36 weeks, thru Compton Adv., N. Y.

J. A. Smith Co., St. Louis (Smith's Motor Nature Brooders), 6 *sa* weekly, 13 weeks, thru Shaffer, Brennan, Margulis, St. Louis.

New Era Milling Co., (Polar Bear flour), 3 *sa* weekly, 13 weeks, thru Ferry-Hanly Company, Kansas City.

Beechnut Packing Co., Canajoharie, N. Y. 14 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

American Cigarette & Cigar Co., New York (Pall Mall), 21 *ta* weekly, 7 weeks, thru Ruthrauff & Ryan, Chicago.

WMAQ, Chicago

Dad's Root Beer Co., Chicago (Dad's Old Fashioned Draft Root Beer), 65 *sp*, thru Malcolm-Howard Adv. Agency, Chicago.

Schulze Div. of Interstate Bakeries Corp., Kansas City (Butternut bread), 998 *ta*, thru R. J. Potts & Co., Kansas City.

American Cigarette & Cigar Co., New York (Pall Mall cigarets), 106 *sa*, thru Ruthrauff & Ryan, N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 78 *sa*, thru Newell-Emmett Co., N. Y.

WJJD, Chicago

Coca Cola Bottling Co. of Chicago, Chicago, 260 *sp*, thru William B. Wisdom Inc., New Orleans.

American Cigarette & Cigar Co., New York (Pall Mall), 252 *sa*, thru Ruthrauff & Ryan, N. Y.

White Labs., Newark (Chooz), 448 *sa*, thru Wm. Esty & Co., N. Y.

KHJ, Hollywood

North American Accident Insurance Co., Newark, 3 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 9 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

WAAB, Boston

American Cigarette & Cigar Co., New York (Pall Mall), *ta* series, thru Ruthrauff & Ryan, N. Y.

R. B. Semler Inc., New York (proprietary), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

KFBK, Sacramento

Lever Bros., Cambridge, Mass. (Lux, Swan), *sa* weekly, thru Young & Rubicam, N. Y.

Feminine Products, New York (Arrid), 3 *sa* weekly, thru Spot Broadcasting, N. Y.

WABC, New York

West Disinfecting Co., Long Island City (CN), 3 *sp* weekly, thru Moser & Cotins, N. Y.

KFI, Los Angeles

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Los Angeles Soap Co., Los Angeles (White King soap), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

Smart & Final Co., Wilmington, Cal. (food distributors), 5 *sp* weekly, thru Heintz-Pickering & Co., Los Angeles.

Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 4 *sa* weekly, thru Newell-Emmett Co., N. Y.

Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.

American Chicle Co., Long Island, N. Y. (chewing gum), 10 *ta* weekly, thru Badger & Browning & Hersey, N. Y.

Kellogg Co., Battle Creek, Mich. (All-Bran), 15 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

Welch Grape Juice Co., Westfield, N. Y. (grape juice), weekly *t*, thru H. W. Kastor & Sons, Chicago.

White Labs., Newark (Chooz), 10 *ta*, *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WNAC, Boston

Simon & Schuster, New York (books), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Johnson & Johnson, New Brunswick, N. J. (Tek), *sa* series, thru Ferry-Hanly Co., N. Y.

Lehn & Fink, New York (Hinds cream), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

American Cigarette & Cigar Co., New York (Pall Mall), *ta* series, thru Ruthrauff & Ryan, N. Y.

Kendall Mfg. Co., Lawrence, Mass. (Soapine), 4 *sa* daily, thru Badger & Browning, Boston.

WOR, New York

Riggio Tobacco Corp., Brooklyn (Cort King Size cigarettes), 7 *sa* weekly, thru M. H. Hackett, N. Y.

P. Lorillard Co., New York (Old Gold cigarettes), 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Ward Baking Co., New York (Tip Top Bread), *sp*, 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Studebaker Corp., South Bend, Ind. (automobiles), 2 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.

WJHL, Johnson City, Tenn.

Vick Chemical Co., New York, 15 *ta* weekly, thru Morse International, N. Y.

Manhattan Soap Co., New York (Sweetheart), 52 *ta*, thru Franklin Bruck Adv. Co., New York.

Pet Milk Co., St. Louis, 2 *t* weekly, thru Gardner Adv. Co., St. Louis.

Scalfs Indian River Medicine Co., 6 *sp* weekly, direct.

KECA, Los Angeles

Piso Co., Warren, Pa. (proprietary), 9 *sa* weekly thru Lake-Spiro-Shurman, Memphis.

Murine Co., Chicago (eyewash), 6 *ta* weekly, thru BBDO, N. Y.

WHN, New York

Pepsi-Cola Co., Long Island City, N. Y. (beverage), *ta* daily, 52 weeks, thru Newell-Emmett Co., N. Y.

Penick & Ford, New York (My-T-Fine desserts), *sa* daily, 13 weeks, thru BBDO, N. Y.

Bickford's, New York (cafeteria), *sa*, daily, 13 weeks, thru Roberts & Reimers, N. Y.

Kellogg Co., Battle Creek, Mich. (Pep. All Bran), *sa* daily, 26 weeks thru Kenyon & Eckhardt, N. Y.

American Tobacco Co., New York (Lucky Strikes), 76 *ta* weekly, 13 weeks, thru Lord & Thomas, N. Y.

P. Lorillard Co., New York (Old Golds), *sa* daily, 15 weeks, thru J. Walter Thompson Co., N. Y.

WJZ, New York

Anacin Co., Jersey City (proprietary), weekly *sp*, 52 weeks, thru Blackett-Sample-Hummert, N. Y.

Ward Baking Co., New York (Tip-Top Bread), 5 *sp* weekly, 24 weeks, thru J. Walter Thompson Co., N. Y.

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 *t* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.

WINS, New York

Scholar Diamond Co., New York (diamond and gold buying service), 30 *sa* weekly, 26 weeks, thru Piedmont agency, N. Y.

Stanback Co., Salisbury, N. C. (headache powders), 6 *ta* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.

Ex-Lax Inc., New York (proprietary), 5 *ta* weekly, 12 weeks, thru Joseph Katz Co., N. Y.

WIBG, Glenside, Pa.

Automatic Heat Inc., Philadelphia (heating system), 1 *sp* daily, 13 weeks, thru Adrian Bauer, Philadelphia.

Fox-Weiss, Philadelphia (furriers), 3 *sa* daily, thru Harry Feigenbaum, Philadelphia.

United Diathermy, Philadelphia, 6 *sp* weekly, 8 weeks, direct.

WHO, Des Moines

Studebaker Corp., South Bend, 22 *sp*, thru Roche, Williams & Cunnyngham, Chicago.

Sargent & Co., Des Moines (feed), 104 *sa*, thru Fairall & Co., Des Moines.

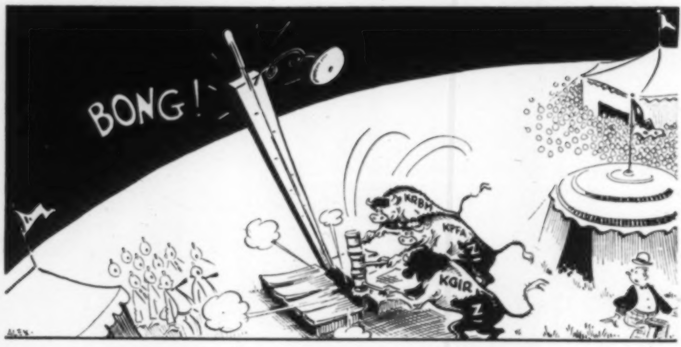
WENR, Chicago

Schulze Div. of Interstate Bakeries Corp., Kansas City (Butternut bread), 500 *ta*, thru R. J. Potts & Co., Kansas City.

KECA, Los Angeles

Piso Co., Warren, Pa. (cough remedy), 9 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

NEWELL-EMMETT Co., New York agency, is liquidating the corporation under which it has been operating and is forming a partnership, continuing the name Newell-Emmett Co.



It takes extra power to ring the bell!

Adv.

CLINIC ON RADIO AT NRDGA JAN. 14

CLINIC based on broadcast advertising and the department stor will be held on the morning o Jan. 14 during the New York convention of the National Retail Drygoods Assn. at the Hotel Pennsylvania. Originally the radio portio of the convention, titled "Radio i a Wartime Market", had bee announced by the NAB as an even of the Dec. 15 agenda, but the dat later was announced as Dec. 14

Frank E. Pellegrin, NAB director of broadcast advertising, wi direct radio's case in cooperatio with Brooks Shumaker, manage of the Filene's store in Worcester Mass., and E. E. Hill, general manager of WTAG, Worcester. Interviews and quiz techniques will b included in the two-hour presentation, with members of the NA sales managers executive committee participating.

Possibility that Filene's Worcester success in using radio for department store advertising woul form the basis for a "case" a the Harvard Graduate School o Business Administration was indicated as the school approached M Shumaker for further informatio The story of Filene's Worceste campaign [BROADCASTING, Dec. 1 has aroused widespread industr interest, climaxed by the presentation in New York on Wednesday.

Rise in Listening

LISTENING to evening commercial programs on the four majo networks increased 4% during 194 with the NBC-Red network alon showing an 8% rise over 1940, according to a special analysis by th NBC research division of the 2 reports covering 1941 of the Co onerative Analysis of Broadcasting. Aggregate CAB ratings earne by all networks for the year wer 2,558 points over 1940, with NBC Red accounting for 2,112 of thes points. Red programs, the tabulation shows, averaged 17% highe ratings at night and 22% highe in the daytime than the averag rating for all networks.

Tide Water Sports

TIDE-WATER ASSOCIATED OI Co., San Francisco, on Jan. started sponsorship of college basketball games played in San Francisco, on KROW, Oakland, Cal Other stations are being added t the list for basketball contests o the Pacific Coast and will be announced soon, Associated stated Doug Montell will handle th sportscasts on KROW. Agency i Lord & Thomas, San Francisco.

BMI Has 800 Stations

BMI is starting the New Yea with a total of 800 stations a subscribers, a gain of 245 over th Dec. 31, 1940, total of 555 stations. Among the latest subscriber are WHN, New York; WINC, Winchester, Va.; WFVA, Fredericksburg, Va.; WKRO, Cairo, Ill. KVAN, Vancouver, Wash., an KLBM, LaGrande, Ore. BMI estimates that its tunes were carrie on more than 55,000,000 record made during 1941 when the accen was on supplying music in ampl quantity and variety for broadcasting. This year the accent will be o music of lasting interest, BM stated.

Radio Advertisers

P. LORILLARD Co., New York (Old Gold cigarettes), on Jan. 1 renewed its six-weekly participations on Arthur Godfrey's early morning program on WABC, New York. Agency is J. Walter Thompson Co., New York.

SMART & FINAL Co., Wilmington, Cal. (food distributors), for the third consecutive year on Dec. 31 renewed for 52 weeks, the five-weekly quarter-hour early morning program, *Johnny Murray Talks It Over*, on KFI, Los Angeles. Firm in addition sponsors the weekly half-hour program, *Top O' the Morning* on KNX, Hollywood. Heintz-Pickering & Co., Los Angeles, has the account.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Jan. 12 starts participation five times per week in *Chef Milani* program on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, with placement through Murray Breese Assoc., New York. Other current participants in that program are Wilson Packing Co., Los Angeles (hams), through Brisacher-Davis & Staff, that city; Dryden & Palmer, Long Island City (Gravy Master), through Samuel C. Croot Agency, New York; United States Products, San Jose, Cal. (Sig-net foods), through Richard Jorgensen, that city.

SCHOLAR DIAMOND Co., New York (diamond & gold buying service), on Jan. 6 began a campaign of 3 announcements weekly on three New York stations, WHN, WINS and WMCA. Contracts are for an indeterminate period. Piedmont Agency, New York, handles the account.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention for PROBLEM SPOTS

JOHN BLAIR
& COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

PIERCE BROS., Los Angeles (mortuary), in a one-month local campaign which started Jan. 5, is using a total of 13 transcribed announcements each on KMTR KFWB KGFJ KFVD KMPC. Philip J. Meany Co., that city, has the account.

THRIFTY DRUG Co., Los Angeles (Southern California retail chain), on Jan. 1 renewed for 52 weeks the six-weekly quarter-hour commentary *Inside the News* with William Parker, on KFI, that city. Firm also sponsors a five-per-week 15-minute newscast on KECA, that city. Latter contract is for 52 weeks, having been renewed Dec. 1. Agency is Hillman-Shane-Breyer, Los Angeles.

OLD BEN COAL Corp., Chicago (Green-marked stoker coal), is formulating tentative plans for five-minute transcribed programs to be placed on approximately 15 midwestern stations. J. R. Hamilton Adv. Agency, Chicago, handles the account.

ELECTRONIC RADIO - TELEVISION Institute, operating technical schools in Omaha and Minneapolis, has started announcements on several midwestern stations. Currently using KORN, Fremont, and KGFW, Kearney, Nebr., and KFNF, Shanandoah, Ia. Others will be added in the near future.

THOMAS J. LIPTON Ltd., Toronto (soups), on Jan. 12 started 5 weekly transcribed spot announcements on 40 Canadian stations. Account was placed by Vickers & Benson, Toronto.

GALLENKAMP'S STORES Co., San Francisco (Pacific coast shoe chain), has renewed half-hour Sunday afternoon *Professor Puzzlewit* on KFI, Los Angeles. New contract carries the show well into its sixth year under single sponsorship. While basically a quiz show, other features have been introduced. Agency is Long Adv. Service, San Francisco.

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P.O.N. beer & ale), on Jan. 6 concluded a 93-week cycle of Red Barber's *Sports Review* aired three times weekly on WOR New York, but will resume the program April 9 with an expanded schedule Monday through Friday, 9:15-9:30 p.m. Agency is E. T. Howard Co., New York.

DR. F. E. CAMPBELL, Los Angeles (chain dentist), on Jan. 12 starts sponsoring the weekly half-hour transcribed dramatic series, *In His Steps*, on KHJ, Hollywood. Contract is for 52 weeks. Transcribed show was produced by Edward Sloman Productions, Hollywood. Agency is John H. Riordan Co., Los Angeles.

BC REMEDY Co., Durham, N. C. (headache powders), this week is renewing for 39 weeks its one-minute spot announcement campaign on WHN and WINS, New York. Agency is Chas. W. Hoyt Co., New York.

These Advertisers Wanted Results . . .
so they used
KFYR *during 1941*

NATIONAL

Chrysler Corp.
American Cranberry Exchange
Candid Eye
Lincoln Airplane and Flying School
Reader's Digest
Winston and Newell
Griggs Cooper Co.
Monarch Commission Co.
Lincoln Tailors
Washington State Apple Commission
Little Crow Milling Co.
John L. Morrison Poultry
American Hereford Journal
American Chicle Co.
Aviation Industries, Inc.
American Dairy Association
Aladdin Mantle Lamp Co.
Continental Oil Co.
Dodge Division-Chrysler Corp.
Frank H. Fleer Corp.
J. A. Folger Co.
Gospel Broadcasting Ass'n
Gardner Nursery
General Mills
General Foods Corp.
G. Heileman Brewing Co.
Hall Hardware Co.
Household Magazine
Hilex Co.
Lever Brothers
Luden's, Inc.
Manchester Biscuit Co.
North American Accident Insurance Co.
Oyster Shell Products Corp.
Olson Rug Co.
Pinex Co.
Plough, Inc.
Russell Miller Milling Co.
Red Top Brewing Co.
Reid Murdoch Co.
W. A. Sheaffer Pen Co.
Standard Oil Co. (Indiana)
Sieb Hatchery
Truax-Traer Coal Co.
United Drug Co.
Vick Chemical Co.
William Wrigley, Jr. Co.
William H. Wise Co.
Wincharger Corp.
Yakima Fruit Growers Assn.
Johnson & Johnson
Colgate-Palmolive-Peet
F. W. Fitch Co.
Standard Brands Co.
Simon and Schuster
Sperry Candy Co.
Smith Mother Nature Brooders
Pan American Coffee Co.
Bayer Aspirin Co.
Grove Laboratories Co.
Proctor and Gamble Co.
Liggett and Myers Tobacco Co.
N. W. Bell Telephone Co.
Firestone Tire & Rubber Co.
Mars, Inc.
Brown and Williamson Tobacco Co.
S. C. Johnson and Son, Inc.
Lever Brothers
Phillip Morris
Bristol Myers Co.
American Tobacco Co.
Pure Oil Co.
Cities Service Oil Co.
Phillips Chemical Co.
Dr. Miles Laboratories
The Texas Co.
Paxton & Gallagher
Land O' Lakes
Land O' Nod
Jaques Mfg. Co.

LOCAL

F. M. R. Electric Service
  Bismarck, North Dakota
Miller Livestock Auction Co.
  Miller, South Dakota
Ellendale Livestock Sales Co.
  Ellendale, North Dakota
Dickinson Livestock Sales Co.
  Dickinson, North Dakota
North Dakota Mill & Elevator
  Grand Forks, North Dakota
Armour Creameries
  Bismarck, North Dakota
Finneman's Jewelry Store
  Sidney, Montana
Wentz and Grenz Store
  Napoleon, North Dakota
Lemmon Livestock Sales Co.
  Lemmon, South Dakota
Dakota Fruit Co.
  Minot, North Dakota
Dickinson Hatchery
  Dickinson, North Dakota
Hettinger Auction Sales Co.
  Hettinger, North Dakota
Great Northern Turkey Cooperatives
  Jamestown, North Dakota
Tavis Co.
  Bismarck, North Dakota
Northwest Bell Telephone Co.
  Bismarck, North Dakota
Dahner's Music and Gift Store
  Mandan, North Dakota
Blue Ribbon Hatcheries
  Mandan, North Dakota
Black Hills Air Fair
  Spearfish, South Dakota
Berg's Store
  Harvey, North Dakota
Birks-Dingwall, Ltd.
  Portage Ave.
  Winnipeg, Man.
Bismarck Bakery Co.
  Bismarck, North Dakota
Baukal Noonan Lignite, Inc.
  Noonan, North Dakota
H. B. Carlson Electric Svc.
  Bismarck, North Dakota
Chesley Lumber and Coal Co.
  Fargo, North Dakota
Heaton Lumber Co.
  Dickinson, North Dakota
D. S. Hatch Store
  Fort Yates, North Dakota
N. D. Cooperative Wool Marketing Ass'n
  Fargo, North Dakota
M. B. Gilman Garage
  Bismarck, North Dakota
Fargo Paint and Glass Co.
  Fargo, North Dakota
Farmers Union
  Jamestown, North Dakota
Corwin Churchill Motors
  Bismarck, North Dakota
International Harvester Co.
  Bismarck, North Dakota
A. W. Lucas Co.
  Bismarck, North Dakota
Linton Hatchery
  Linton, North Dakota
Mankato Commercial College
  Mankato, Minnesota
Miller Livestock Sales Co.
  Miller, South Dakota
Montana Dakota Utilities Co.
  Bismarck, North Dakota
Mandan Beverage Co.
  Mandan, North Dakota
New Day Seeds, Inc.
  Fargo, North Dakota
Patterson Land Co.
  Wing, North Dakota
Patterson Land Co.
  Bismarck, North Dakota
Regan Brothers Co.
  Fargo, North Dakota
Rausch Furniture Co.
  Bismarck, North Dakota
Montana Dakota Beet Growers Ass'n
  Sidney, Montana
Morrey-Alan Store
  Bismarck, North Dakota
Shoe Mart
  Bismarck, North Dakota
Stokes Mfg. Co.
  Carrington, North Dakota
Shark's Mens Stores
  Bismarck, North Dakota
State Fur Co.
  Bismarck, North Dakota
Oscar H. Will Co.
  Bismarck, North Dakota
Wasagaming Board of Trade
  Wasagaming, Manitoba
Vantine Paint and Glass Co.
  Bismarck, North Dakota
Universal Motors, Inc.
  Bismarck, North Dakota
Christy Beauty School
  Bismarck, North Dakota
Northwest Insecticide Co.
  Fargo, North Dakota

THE REGIONAL STATION WITH
THE CLEAR CHANNEL COVERAGE

NBC Affiliate
550 Kilocycles

KFYR

5000 Watts
Day and Night

MEYER BROADCASTING CO.
BISMARCK, N. DAK.

Ask any John Blair Man

AGENCY *Appointments*

RICHARD HUDNUT Co., N. Y. (cosmetics), to new agency with Benton & Bowles, New York, handling account until new agency is selected.

GENERAL DRUG Co., New York (Midol), to Joseph Jacob Jewish Market Org. as merchandising and advertising counsel for the Jewish markets. To use five-weekly quarter-hour program on WEVD, New York.

PETERMANN BEVERAGES, Union City, N. J., to United States Adv., Newark. Plans call for radio.

U. S. INDUSTRIAL Chemicals Inc. (Super-Pyro anti-freeze), to Tracy-Locke-Dawson, New York. Product is marketed direct to consumers by USI.

B. MEIER & SON, New York (food products), to Neff-Rogow, N. Y., for radio only.

W. H. Y. & KEVO PRODUCTS Co., Azusa, Cal. (food products), to Eugene F. Rouse & Co., Los Angeles.

CHARLES MARCHAND Co., New York, to Joseph Katz Co., N. Y.

AMERICAN STORES Co., Philadelphia, to Norman S. S. MacAfee, Philadelphia.

IRMA COLEMAN Corp., Philadelphia (cosmetics), to Aitkin-Kynett Co., Philadelphia.

SONTAG DRUG STORES, Los Angeles (drug chain), to Milton Weinberg Adv. Co., that city. Radio plans still in formative stage.

HOTEL MARK HOPKINS, San Francisco, to Erwin, Wasey & Co., San Francisco. Radio included in plans.

WGN's Best Year

IN A YEAR END business statement issued Dec. 31 by WGN, Chicago, Manager Frank P. Schreiber reported that the station has just completed the best business year in its history. December was the 24th consecutive month which shows a gain over the preceding month in local billings. The gross revenue, which in 1940 was 17.9% over 1939, will show an increase of approximately 23% for 1941 over 1940. Commercial time sold has risen from 32.1% of the station's total air time in 1939 through 39.1% in 1940 to 49.7% in 1941. Report also pointed out that WGN's station, W59C, has four regularly sponsored programs and a spot announcement account.

ECKHARDT & BECKER BREWING Co., Detroit, to Martin, Frank Inc., Detroit.

CKY, Winnipeg, to McConnell Eastman & Co., Toronto. Plans not yet formulated.

M. J. MERKIN PAINT Co., New York, to Humbert & Jones, that city. May use radio.

AMERICAN UTILITIES Co., Los Angeles (retailers of home utilities), to Milton Weinberg Adv. Co., that city. Plans extensive announcement campaign in eight major California markets and Kansas City, Kan.

ACCIDENT & CASUALTY INSURANCE Co., Switzerland, to Harry A. Berk Inc., N. Y.

RUGBY GAME, possibly one of the first broadcast in the United States, was aired recently by WBML, Macon, Ga. Game, between two teams of RAF cadets from Cochran Field, Ga. was played for the benefit of Bundles for Britain and the local Community Chest Campaign. Seated (l to r), are Robert A. Feagin, WBML manager; RAF Cadet Anderson, who handled the last half of the game; Carter Collins, executive officer of the Third Regiment at Camp Wheeler; and Jim Williams, WBML sports announcer who did the first half play-by-play.

Guests at Radio Lunch

FIRST 1942 meeting of the Radio Executives Club of New York, was held last Wednesday in its new quarters at the Empire Room of Hotel Lexington. Among out-of-town station men attending were Milt Wiener and Howard Chamberlain, WLW; Frank Eschen, KSD; Gilmore Nunn, president of WCMI-WLAP-KFDA; John Carey, WIND; Ray Linton, KFBI, and Barney Lavin, WDAY. Margaret Scott, concertina artist and Lionel Stander, stage and screen star, entertained. Next week has been designated "NAB Day" with Neville Miller, president; Frank Pellegrin, director of the department of broadcast advertising, and members of the Sales Managers' Executive Committee scheduled to speak.

Heads 'Dimes' Drives

FOR THE THIRD consecutive year Eddie Cantor, radio, stage and screen star, will serve as chairman of the "March of Dimes of the Air" in the Infantile Paralysis campaign, which officially opens Jan. 12. Assisting him as vice-chairmen will be Arch Oboler and Vick Knight, noted radio writers and directors.

FIRE BOMB FILM
Has Premiere In New York Over WNBT Video

FIRST OFFICIAL training film approved by the Office of Civilian Defense, *Fighting the Fire Bomb*, had its premiere Jan. 5 by television from WNBT, New York, and in other special showings in 81 schools, before air raid wardens being trained by New York's Police Department.

Filmed under the technical supervision of the Chemical Warfare Service of the Army and the National Fire Protection Assn., the 15-minute production contains all vital information on methods and equipment to be employed in fighting fire bombs and preventing spread of fire. Prints of the 16 mm film are being released to state and local civilian defense training organizations as well as to private groups and industries that may be subject to air attack and is accompanied by a special instructor's manual prepared by Safety Research Institute, 420 Lexington Ave., New York City.

Author - director - producer was Sherman Price, president of Transfilm Inc., 9 Rockefeller Plaza, New York City, and narration was by James Lehmann.

New York State Local Names Staff Members

STAFF of the new WALL, under construction in Middletown, N. Y., has been announced by Martin Karig Jr., recently named station manager and chief of the new local. Mr. Karig is the son of Elsie and Martin Karig Sr., majority stockholders of the permittee, as well as having a minority interest of his own.

Commercial manager is to be James Abel while Robert E. Lee, another minority stockholder in WALL, and Fred Germain will head the programming department, with Stan Kramer handling station promotion. Headquarters are located at 15 King St.

WALL was authorized Dec. 26 by the FCC [BROADCASTING, Dec. 29] after it previously had been proposed by the Commission to be granted in a decision announced a month prior.

Why is WMBD Specified for NATIONAL SCHEDULES

THE HEART OF ILLINOIS

...for Examp

By LIGGETT & MYERS TOBACCO CO.

'Way back in 1934, WMBD was on the LIGGETT & MYERS TOBACCO CO. CBS schedule for CHESTERFIELD CIGARETTES. WMBD *still continues* as a specified CBS outlet, advertising Chesterfields—with "Glenn Miller's Orchestra". Recently, WMBD was AGAIN specified by Liggett & Myers Co.—this time, for a 3-a-week, 15-min. transcribed feature, advertising VELVET TOBACCO.

Velvet
PIPE & CIGARETTE TOBACCO
Chesterfield
CIGARETTES

Here's Why . . .

WMBD is the local favorite in rich "Peoriarea", where 610,000 urban and rural people regularly push the WMBD button. They LISTEN to their OWN station MOST! Here's a chance to give YOUR product real promotion in this prosperous agricultural-industrial section. Put WMBD on your SELECT list—a SPECIFIED station for spot sales.

FREE & PETERS, INC.
Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT

TEST SPOT OF THE NATION
WMBD

MEMBER CBS NETWORK

WMBD
PEORIA, ILLINOIS

KARK
NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"

IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising

ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.

5000 WATTS
920 KC

MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE . EDWARD PETRY & CO.

Merchandising & Promotion

Maps, Maps and Maps—Stamps for Tickets—Slate Message—Phillips' Stamp House

OFFICES and stations of the Pure Oil Co., throughout the country, are selling a 1942 War Atlas of 11 large maps with text edited by H. V. Kaltenborn, NBC-Red news analyst. An outgrowth of brochures Kaltenborn has been supervising for the past several years, the atlas contains a chronology of the present war from Jan. 14, 1939, through Dec. 13, 1941. An accompanying card, signed by Mr. and Mrs. Kaltenborn, reads: "May these maps help you spot the good news of 1942."

YOU MAY HAVE A
Radio In Your Room
For Only 25¢ Per Day
Listen To The
NEWS
ON
WCCO
"Week Days"
Sunday

FOR STRANGERS in town, WCCO, Minneapolis, has placed boards like the one above in leading hotels in Minneapolis and St. Paul to familiarize newcomers with news programs. Attractive guest of Hotel Curtiss, Minneapolis, looks over unique display.

* * *

Admission by Stamps

DEFENSE STAMPS, in lieu of admission tickets, will be sold by the Kokomo Voiture of the 40 & 8 when Peter Grant, commentator of WLW, Cincinnati, fills a speaking engagement Jan. 19 before the veterans' organization in Kokomo, Ind. Stamps will later be pasted in books and converted into bonds. Grant's regular 11 p.m. broadcast of the world's news will be given from the Kokomo auditorium.

* * *

Topeka Slate

HIRE WIBW, Topeka, Kan., to wipe the old sales slate clean, WIBW admonishes on the lid of a box containing an old-fashioned slate on which are inscribed appropriate messages. And enclosed is a business-reply card offering more dates so the youngsters will "play more peaceably" and also volunteering details on WIBW availabilities. An eraser is enclosed in the box.

Drive for Dimes

MORE THAN 100 broadcasts will be contributed by NBC in the 1942 New York "Mile O' Dimes" drive for funds for the "Fight Infantile Paralysis" campaign, according to Niles Trammell, NBC president, who stated that the broadcasts would be heard locally on WJZ and WEAF starting Jan. 15 and culminating Jan. 30 with the Diamond Jubilee celebration of the President's 60th Birthday.

In a conference with Keith Morgan, national chairman of the Celebration, Mr. Trammell said that in addition to the special programs, NBC would again erect "Mile O' Dimes" booths in prominent locations throughout the city, manned by members of the NBC guest relations staff, and would have a mobile NBC broadcasting unit touring the city for mass appeals to the public for funds.

* * *

Yankton Map

WITHIN 48 hours after the war news flashes on Sunday, Dec. 7, WNAX, Yankton, had ordered production on a war map to be distributed free to any listener desiring it. Announcements of the offer were made during newscasts but had to be cancelled at the end of five days.

* * *

Maps in Demand

WOR, New York, has received over 75,000 requests to date for the special "WOR International Radio News Map," which it offered to listeners via announcements from Dec. 25-29. In fact, the station is still receiving so many requests that a second printing was ordered.

BROCHURES

KFH, Wichita — Multi-paged plastic bound brochure including innovations in equipment, day and night maps, area covered, audience type, etc.

2KO, Sydney, Australia—10th anniversary album pointing out growth and past performance and guaranteeing best possible service in face of exigencies.

Phillips' Place

WITH KOCY, Oklahoma City, moving in mikes and a United Press teletype for special newscasts, Phillips Petroleum Co. has erected a "Defense House" in Municipal Plaza in downtown Oklahoma City and staffed it with hostesses to sell defense bonds and stamps. A big buyers' feature of the promotion is the free ride in an Army jeep, from Defense House to the postoffice, given to each stamp or bond purchaser.

SOUTH CAROLINA'S
No. 1 Market
FIRST IN—
- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration
DOMINATED BY
5000 WATTS
WFBC-GREENVILLE
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NBC RED NETWORK
NATIONAL REPRESENTATIVE — WEED & CO.

SERVICE
CJOR's policy of service to listeners has built a loyalty that will pay advertisers real dividends.
CJOR
Vancouver—B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

CLAYHOLE (Ky.) AIN'T THE PLACE TO DIG SALES!
Despite the general boom in Kentucky, there's durn little business to be dug from Clayhole, Cutshin and such-like "towns" scattered over the State. They haven't the population *or* the dough to buy very much of what you sell! Louisville, on the other hand, has plenty of both: In its trading area are 1,331,000 people, whose effective buying income is 33% *greater* than the rest of Kentucky *combined!* This is the market WAVE covers without waste, and at lower cost than any other medium! How about us doing your spade-work?
LOUISVILLE'S
WAVE
5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Purely PROGRAMS

CLAIMED the first of its kind on the West Coast, *Women's Place*, show devoted to informing women of how they can aid in the war effort, has been started by KGW-KEX, Portland. Conducted by Peggy Williams and Vere Kneeland, the 15-minute show's format is divided in three five-minute periods—news of women in defense, in the home and in the news—and the program acts as a clearing house for questions of women wishing to know how they can be of help.

* * *

Men of History

SIX CONSPICUOUS men in Canadian history whose efforts brought into being the freedoms which Canadians enjoy today, will be featured in a series of radio plays *The Birth of Canadian Freedom*. Produced by the Canadian Broadcasting Corp. with the Canadian Council on Education for Citizenship, the series will be heard on the CBC national network on Wednesday evenings starting Jan. 14. The series is produced in the interest of better citizenship. Featured on the series will be the historical figures of William Lyons Mackenzie, Louis Papineau, Robert Baldwin, Joseph Howe, Lord Durham and Lord Elgin.

Child and Blitz

CHILD GUIDANCE, as affected by life under the shadow of a possible blitz, is the theme of a new program designed to safeguard children in wartime started on NBC-Blue Jan. 5 11-11:15 a.m. Series, titled *Children in Wartime* will be produced by NBC in cooperation with the Children's Bureau of the Department of Labor under the direction of Katherine Lenroot, of that bureau. Interviews with leaders in child care and round-table discussions with prominent civilian defense workers will be featured.

* * *

At Low Cost

ADVERTISERS with the smallest budgets can do radio advertising on *Classified on Parade*, on WWRL, New York. Comparable to the classified ads in a newspaper, the program which features recorded music and shopping hints as where the best buys are available, is a participating show with the various sponsors purchasing mentions.

Women in Defense

AS A SPECIAL feature of the twice-daily *Defense News* programs on NBC's New York stations WJZ and WEAF, Kathleen McLaughlin, women's editor of *The New York Times*, is now featured on the Sunday programs with her own reports on defense activities as they affect women in their homes and offices. The other days of the week, the series is prepared by Martin Hoade, NBC defense news editor. At the request of the OCD, the series is available to foreign language stations, eight of which are now using the scripts in the New York area.

* * *

Citizenship Series

TO ADVISE foreign-born residents of their status under wartime conditions and to answer their questions, the Department of Justice on Jan. 5 starts a weekly quarter-hour *Question & Answer Citizenship Program* in English on WBYN, Brooklyn, with Maurice Dreicer serving as coordinator for the problems sent in by listeners. WBNX, New York, is conducting a similar series titled *You & Your Citizenship*, also handled by Mr. Dreicer in cooperation with the Department of Justice.

* * *

Hour of Music

GLENN MILLER'S *Sunset Serenade* series, one hour of music dedicated to all men in military service, started Jan. 10 on Mutual as a sustaining program similar to that which ran on NBC-Blue last year. Each week five camps are chosen at random to choose the top tunes, the camp choosing the tune also selected by listeners to receive a radio-phonograph and 50 recordings from Glenn Miller.

* * *

Tease Preview

TEASE PREVIEW of forthcoming MBS *Chicago Theatre of the Air* operettas has been presented by Harold Turner in a weekly quarter-hour piano recital on WGN, Chicago, since Jan. 1. Series will feature bits of outstanding music from the next scheduled operetta, interwoven with bits of the story.

Chance for Women

ARTISTIC abilities of women in the Metropolitan area will be marshalled for defense through a new series, *Design for Defense*, on WQXR, New York. To function as a clearing house on ideas and information for women with creative ability who desire to use it in their communities or in business, the programs each week will stress one particular field of design in which women are needed to replace men being called for military service, or to fill an increasing demand for certain products. A well-known guest will appear.

* * *

Menu Exchange

NEWS, RECIPES, style hints, suggested menus and items of interest to women, all presented with a novel twist, are featured in *Between Us Girls* on WGAC, Augusta, Ga. On the program a "WGAC Exchange Club" is conducted. Mrs. Housewife receives a copy of any recipe or menu, provided she offers a recipe or menu in return. The initial exchange makes her a member of the Club, and as such she receives copies of all material on request. Program is conducted by Flo Thomson.

* * *

Phases of Defense

DEFENSE ACTIVITIES now under way to protect America are dramatized weekly on the series of Sunday half-hour programs titled *We Are Prepared*, broadcast on WNYC, New York's Municipal station, under the direction of Mitchell Grayson. Each program is devoted to one facet of civilian and armed defense. Members of the studio audience are invited to ask about any part of the work they don't understand.

* * *

Press Conferences

PRESIDENT ROOSEVELT's answers to reporters' questions a few minutes after the Chief Executive's press conference are given by Fulton Lewis jr. on *President's Press Conference* which started as an MBS sustainer Jan. 6. Programs are five-minute periods Tuesdays at 5 p.m. and Fridays 11:30 a.m.

* * *

Late at Night

GEARED to reach late shift aircraft and shipbuilding workers, KNX, Hollywood, broadcasts an after 1 a.m. quarter-hour newscast seven times per week, titled *Swing Shift News*. Tom Hanlon, announcer, gives wire services and CBS listening post coverage.

* * *

Minute of Prayer

STARTING Jan. 1, WWVA, Wheeling, is carrying a nightly 60-second feature, *America's Minute of Prayer*. Local clergymen record a 45-second prayer for the daily program. The broadcast opens with actual church chimes tolling 6 o'clock.

* * *

Wildlife Items

COOPERATING with the U. S. Department of the Interior and the American Wildlife Institute, KLZ, Denver, is presenting a 15-minute series, *Life for Wildlife*, dealing with problems in conservation of the nation's wildlife.

278,970 RADIO FAMILIES WROTE 220,113 LETTERS IN 1940.

SPENT $353,799,000 IN RETAIL SALES

PATRONIZED 511 DRUG STORES— 4,388 GROCERS.

Here is proof that

PEOPLE ARE YOUR MARKET at WDZ

Here you see part of the crowd of 18,000 viewing a Sunday afternoon WDZ broadcast from Patterson Springs, Illinois. WDZ promotions like this, coupled with sincere local service, are constantly creating new friends, invaluable good will, greater audiences and SALES RESULTS for WDZ ADVERTISERS.

Yes WDZ FOLKS ARE THE *Salt of the Earth*

THEY WORK WITH THEIR AND BUY WITH WDZ

HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

THE SALES SPOT ON THE RADIO DIAL

WDZ

★ WDZ BROADCASTING COMPANY ★

KINY

"The Friendly Voice of the Capital"

All the dough in Alaska isn't sourdough. Some is mighty sweet. 100,000 Alaskans spend $150,000,000 a year. Get your share. Tell 'em about yourself through KINY.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau · Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

New Station Grants

(Continued from page 14)

VIRGINIA

•WJMA, Covington—Licensed to John and Marcia Arrington, former operators of WCHV, Charlottesville, Va. Granted April 22; 250 watts on 1340 kc.

•WINC, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, Fredericksburg, Va. Granted Feb. 4; 250 watts on 1400 kc.

WASHINGTON

•KEVE, Everett—Licensed to Cascade Broadcasting Co. Inc.; Dr. J. R. Binyon, optical company owner and 25% owner of KWAL, Wallace, Ida., president, 50% stockholder; L. E. Wallgren, telephone engineer and radio operator, vice-president and treasurer, 49.2%; C. A. Hamton, radio dealer, secretary, .8%. Granted May 6; 500 watts on 1460 kc.

KTRN, Tacoma—CP issued to Michael J. Mingo, former newspaper editor and executive. Granted May 7; 1,000 watts on 1430 kc.

•KTBI, Tacoma—Licensed to Tacoma Broadcasters Inc.; C. C. Cavanaugh, lumberman, president, 52.5% stockholder; J. T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company manager, treasurer, 18.5%; William McCormick, lumberman, 2.5%; C. S. Chapman, lumberman, secretary, 1%; James Dempsey, lumberman 1%; Roy E. Davison, connected with the Standard Paper Co., 1%; B. E. Buckmaster North Pacific Note Co., 1%. Granted May 7; 250 watts on 1490 kc.

WISCONSIN

•WOSH, Oshkosh—Licensed to Howard H. Wilson, Chicago station representative. Granted Aug. 5; 250 watts on 1490 kc.

PUERTO RICO

•WIAC, San Juan—Licensed to Enrique Abarca Sanfeliz, sugar refining machinery manufacturer. Granted April 25; 5,000 watts on 580 kc.

Note: CP issued Feb. 18 to Hawaiian Broadcasting System Ltd. for KHON, Honolulu, 250 watts on 1340 kc., recalled pending further hearing.

No Signs in Quebec

BROADCASTING stations with outdoor electric signs in the province of Quebec were affected when the provincial government's Civilian Protection Committee banned the use of electric outdoor signs at night for the duration. This order may be extended by other provincial committees throughout Canada. The federal government from Ottawa prohibited the use of metal in all outdoor signs, whether illuminated or not, at the same time that it stopped supplies for the manufacture of practically all metal office and household furniture, and prohibits after April 30, 1942, the selling, exhibiting for sale or taking of orders for future delivery of a large line of consumer goods manufactured with a large metal content. The ban falls on all types of metal office furniture, and covers products such as toys, electric appliances and household goods advertised by radio.

GEOFFREY HEYWORTH, vice-chairman of Lever Brothers and Unilever Ltd., London, has been named chairman of the company.

hear
GEORGIA
TCU
Orange Bowl
WMAZ
2 PM
New York

ARMCHAIR tickets to the Georgia-TCU football game Jan. 1 was presented by E. K. Cargill (left), manager of WMAZ, Macon, Ga., to Dr. C. C. Harrold, prominent Georgia alumnus. The tickets were pin-mounted on Florida oranges and placed in clubs and prominent places around the town. Many were mailed to Georgia alumni.

Navy Is Given Control Over All Ship Radios

ISSUING its "Order No. 1", the Defense Communications Board on Dec. 26 prescribed that all ship radio stations and facilities shall be subject to use, control, supervision, inspection, or closure by the Navy Department. The order was the first promulgated under authority given DCB by the Dec. 10 Executive Order under which President Roosevelt delegated to that agency all the wartime powers over communications services accruing to the Chief Executive in Section 606 of the Communications Act.

In announcing the order, DCB stated that the Secretary of Navy will issue regulations to carry out such authority as he may deem necessary for the national security and defense and the successful conduct of the war. It also pointed out that the FCC's rules and regulations covering ship radio service will continue in effect except in cases where such rules may be in conflict with the regulations prescribed by the Secretary of Navy.

CBS First Aid

CBS EMPLOYES since Jan. 8 have been receiving a standard American Red Cross course in first aid in conjunction with the CBS Air Raid Precaution System, the latter directed by G. S. McAllister, director of building operations, CBS' Chief Warden William Kohler and Chief Alternate Warden John Carey. Instructing the first aid classes is Jan Schimek, head of the music clearance and copyright department of CBS, with supervision of work by Charles Benzinger, Red Cross Instructor of First Aid and a member of the CBS publicity department.

INSURANCE ADVISORY Bureau, Philadelphia (insurance counsellors), on Jan. 10 started sponsorship of Joe Dillon's *Irish Hour*, each Saturday at 7:30 p.m. for a half-hour on WPEN, Philadelphia.

Missed by Plane

LIEUT. ERNEST G. UNDERWOOD of the Navy communications division, formerly chief engineer of KFRC, San Francisco, underwent a hair-raising experience during the Japanese bombing of Honolulu. In a censored letter received by Mrs. Underwood in San Francisco, he stated that he and several other officers were speeding to the Navy yard after the attack alarm when a Jap plane swooped down upon their taxicab and peppered it with machine-gun fire. No one was hit however.

Royal to Rio

TO INSURE perfect coverage by NBC of the Pan-American conference to take place in Rio de Janeiro Jan. 15, John F. Royal, NBC vice-president in charge of international relations, with a group of members of the network's international division, left by plane for Rio on Jan. 10. The NBC contingent will arrange for eye-witness accounts of the proceedings by Eli B. Canel, chief of NBC's Spanish section, and others, as well as immediate reports of all resolutions for broadcast all over the world. While in Brazil, Mr. Royal plans to further consolidate and enlarge NBC's Pan-American Network, which now numbers more than 100 stations.

When you buy WCAE you get...

TIME *PLUS*

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed

The KATZ Agency • National Representatives
New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K. C.

MUTUAL BROADCASTING SYSTEM

IN PHILADELPHIA

Win **F**riends **I**nfluence **L**isteners

SELL THROUGH **WFIL**

PRAYER FOR AMERICA

MBS Devotes Minute a Day to Spiritual Ceremony

STARTING Jan. 6 on WOR, New York, and the West Coast network (Don Lee) of MBS, a moment is being set aside each day at 6 p.m., Monday through Saturday, for prayers designed as a contribution by radio to the spiritual welfare of America at war.

Beginning with the line, ". . . at this hour daily we join with the nation in a minute of prayer", the text will be supplied by clergy from every state. The prayers will be presented under the same organizational auspices as Mutual's *Radio Chapel*, WOR-MBS Sunday morning religious series: the Federal Council of the Churches of Christ in America, the Synagogue Council of America and the Catholic Charities of the Archdiocese of New York.

Announcers Marshall Dane and Robert Shepard will alternate in reading the prayers.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

NOT CASH and carry but pay-off on the weekly half-hour audience participation NBC *Whodunit*, is explained by Lew Lansworth, writer of the mystery drama (seated), as sponsor, network, talent, and agency representatives give attention. They are (l to r), Jim Fonda, Lord & Thomas Hollywood producer; Don Manchester, Lord & Thomas San Francisco account executive; C. L. Kolvoord, Southern California sales manager of Albers Milling Co. (flapjack flour, Friskies), firm sponsoring the program; Sydney Dixon, NBC Western division Red network sales manager; Gale Gordon, who portrays Inspector Case, star of the show; Ben Alexander, narrator-announcer.

Hero's Letter

HIGHLY PRIZED now is the letter received last July by KIRO, Seattle, from the late hero of the Far Eastern War, Capt. Colin P. Kelly Jr., whose daring in single-handedly sinking the Japanese battleship *Haruna* earned him the distinction of being the first American hero of the present conflict. Letter was written at Hickam Field, T. H. July 20 in appreciation of the KIRO July 15 *Concert Hour* broadcast which honored Stuart McPherson, and requested information on the time of the program honoring the Air Corps as well as the wish that the show be opened and closed with the "Army Air Corps" song.

ABTU SIGNS PACTS AT FOUR STATIONS

NEGOTIATIONS were recently completed between the ABTU of IBEW and four stations. Contract with WQXR, New York, according to Fred L. Jessee, business manager of Local 1212, includes salary increases up to as much as 25% and three weeks' vacation with full pay for technicians employed for a year or more.

At WEVD, New York, seven engineers were covered in a contract which allowed for an approximate 30% increase in wages with an immediate $6 raise plus periodic raises every three months to reach $12.50 at the end of the year. Organization of engineering employes of WMBD, Peoria, Ill., into Radio Broadcast Technician's Local Union 1292 of the IBEW was announced last week by Freeman L. Hurd, IBEW international representative in Chicago.

Paul Kalbfleisch is president and Vernon L. Fulton is secretary of the new local, affiliated with the ABTU unit of IBEW. Standard IBEW agreement was made with WMBD. Negotiations for an agreement at WDZ, Tuscola, Ill., have been concluded, Mr. Hurd announced. Both WMBD and WDZ are owned by Edgar L. Bill.

• more than 400 broadcasting stations employ C. R. E. I. men
• The marked success of CREI trained men in every branch of Radio is indicative of the type of men and type of training we are proud to offer. Through the years our policy has been directed toward training better engineers for the future. Our record, to date, we believe is in step with that policy. Our free booklet explains in detail.
CAPITOL RADIO ENGINEERING INSTITUTE
Dept.B-1 3224-16th St., N.W., Wash., D.C.

in the CONTROL ROOM

MARSHALL C. DAVIE Jr., engineer of WSB, Atlanta, on Dec. 26 married Frances Elizabeth Walker.

FRED L. HAMILTON, formerly in radio service work, has joined the engineering staff of WRVA, Richmond, Va.

FRANK B. RIDGEWAY, chief engineer of WTOL, Toledo, has taken leave of absence to supervise construction of the new 5,000-watt WINK Louisville.

R. R. OWEN, formerly of the engineering staff of WAPO, Chattanooga is now in Washington with the Storage & Issue Department of the Army Signal Corps.

WOODIE WILSON, formerly engineer of KUOA, Siloam Springs, Ark is now flight instructor at Randolph Field, Tex.

ALLEN WATSON, formerly in the radio supply business, has joined KOCY, Oklahoma City, as an engineer.

GENE GOLDRUP, formerly chief engineer of the Honolulu Broadcasting System, has been named supervising engineer for the three McClung stations in California.

THOMAS MAGOWAN, engineer, formerly of KHUB, Watsonville, Cal., has joined KYOS, Merced, Cal.

F. J. CHRISTMAN, engineer of KYA, San Francisco, has resigned to join the civilian division of the Army Signal Corps.

HAL FORWARD, engineer in charge of the Grand Rapids studios of WKZO Kalamazoo, Mich., on Dec. 28 married Alta Jane Francoise.

HARRY Simington, engineer of KRGV, Weslaco, Tex., has joined the Naval Reserve and Bob Sheldon is in the Army.

BLAIR DOBBINS, for 8 years a member of the engineering staff of KMA, Shenandoah, Ia., has resigned to become a radio inspector for the War Department. He has been stationed temporarily at Springfield, Ill. Franz Cherny, formerly of KFAB Lincoln, Neb., replaces Dobbins.

Reed Joins OPM

PHILIP D. REED, chairman of the board of General Electric Co., on Jan. 2 was named special assistant in charge of industrial branches in the Office of Production Management. Formerly deputy director of the OPM Materials Division, Mr. Reed will receive direct reports from all industrial branches in the Division of Civilian Supply and the Division of Purchases, and will clear these reports to OPM Director General Knudsen and Associate Director General Hillman.

MBS stations outside of New York and W71NY, FM station owned by WOR, New York, are giving exclusive coverage this season to all intercollegiate basketball games played at Madison Square Garden, New York through March 4. Stan Lomax will handle the play-by-play action.

Nets Fight Legal Pincers

(*Continued from page 10*)

vice-president, concerning the network's program policies.

Dr. Stanton presented an analysis of sustaining program acceptance reports by CBS stations for four typical weeks in 1941, indicating that during the Feb. 2-8 week 57.1% of available network sustaining programs were broadcast; May 4-10, 56.4%; Aug. 3-9, 60%; Nov. 2-8, 52.9%—an overall average of 56.7%, averaging slightly less than five hours a day. In the news and cultural program category, Dr. Stanton indicated, during the Feb. 2-8 week 74.5% of the available sustaining news programs on the network and 65.5% of the available cultural programs were broadcast by affiliated stations; May 4-10, 71.8% and 58.6%; Aug. 3-9, 71.5% and 66.1%; Nov. 2-8, 67% and 61.9%—an overall average of 71% and 63.2% respectively. Discussing public reliance on radio and newspapers for news, Dr. Stanton cited various polls by *Fortune* Magazine, Princeton U and others which indicated the growing dependence on radio for news.

In another affidavit Mr. Akerberg traced the trend of the percentage of amounts of revenue received by CBS and paid to affiliated stations. Using 1931 as an index of 100 for amount paid to affiliates, the table showed that since 1931, with the exception of 1938, stations have received "ever-increasing percentages" of the amounts received by CBS from advertisers and agencies. With 1931 as 100, the table showed 1932, 127; 1933, 142; 1934, 171; 1935, 185; 1936, 192; 1937, 197; 1938, 181; 1939, 201; 1940, 211; 1941 (10 months), 222.

Cultural Features

On behalf of NBC, further affidavits were offered the court by Sidney N. Strotz, NBC vice-president in charge of programs (recently shifted to the Pacific Coast); Frank E. Mullen, NBC vice-president and general manager; P. J. Hennessey Jr., NBC counsel through the chain-monopoly proceedings.

Reviewing NBC's program activities, Mr. Strotz in his affidavit pointed to the increasing and substantial amount of time devoted by the network to news and cultural features. One table showed that the number of news program hours had grown from 254, or 2% of the total program hours of NBC, in 1932 to an estimated 1,703 hours, or 8.8% of total program hours, in 1941.

In the public discussion field, he said, NBC during 1941 carried 21 radio speeches by President Roosevelt, 106 by Vice-President Wallace and cabinet members, and 215 by Congressmen. During 1940 the network also made available 1,220 program hours, or 9.6% of all its sustaining program time, for broadcasts by 352 organized groups, representing business, charity, education, government, labor, etc., he indicated. Mr. Strotz estimated that NBC's public service programs account for about 35% of the total NBC program day.

Calling attention to complications following the FCC's network-monopoly order, Mr. Mullen declared that between May 2, 1941, and Oct. 30, 1941, "not less than 48 affiliated stations having effective contracts of affiliation with NBC containing one or more provisions of the types described in the Commissioner's order, served notice upon NBC of cancellation of said contracts or of refusal to abide by the existing terms thereof." Included with his affidavit were copies of 15 letters from such affiliated stations.

Mr. Hennessey, in another affidavit, held that the network-monopoly proceedings were legislative in character rather than judicial and that "the public record of the proceedings in Docket 5060 does not contain any evidence of the economic effect of the regulations promulgated by the Commission on May 2, 1941, as amended thereafter".

P&G Expands Serials

PROCTER & GAMBLE Co., Cincinnati, on Jan. 7 added a group of CBS Florida stations to four of its Monday-through-Friday daytime serials. Six stations were added to *Woman in White* (Oxydol), 1:15-1:30 p.m. making a total of 57, through Blackett-Sample-Hummert, New York, and a like number to *Life Can Be Beautiful* (Ivory Soap), now on 54 stations, 1-1:15 p.m., through Compton Adv., New York. Five have been added to *The Goldbergs* (Duz) for rebroadcast 1:45-2 p.m., through Compton, and a recorded rebroadcast of *Lone Journey* (Dreft), 1:30-1:45 p.m., heard originally on 23 NBC-Red stations, 11:30-11:45 a.m., on six of the Florida stations, through Blackett-Sample-Hummert, Chicago.

WITH THE START of the special war relief campaign of the American Red Cross, WWNY, Watertown, N. Y., has donated time for 45 station breaks daily featuring transcribed appeals for funds, as well as for special Red Cross programs.

WHO for Iowa Plus!
DES MOINES—50,000 WATTS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

P. I. Cancellation

"CANCELLATION due to war"—an ominous phrase used for the first time in American broadcasting appeared last week in an NBC supplementary executive order cancelling delayed broadcasts for affiliate stations KZRH, Manila and KZRC, Cebu. Date recorded was "12-25-42"—Christmas Day. The stations had been putting regular programs on the air when they could, despite fire and bombs. The cold phrase doesn't begin to tell the dramatic story of conditions during the war days Dec. 7 to 25, —an idea of which was indicated by Bert Silen, manager of both stations, who gave an eyewitness description of the first bombing of Manila.

Phila. Music Deal

PHILADELPHIA Musicians' Union on Jan. 15 will enter into negotiations for new music contracts at WCAU, KYW and WFIL. In addition to arrangements for the continuance of studio bands at the stations, the union also aims to reach an agreement with the stations on setting a music scale for FM broadcasts. Both WCAU and KYW operate FM stations, and until now, the union has permitted the regular staff musicians to be used on the FM stations. Since regular union laws prohibit doubling, it is believed the union will seek separate studio orchestras for the FM stations, allowing for a minimum number of men at a scale comparatively lower than that paid musicians on the regular AM band.

Benefit Clearance

TO AVOID confusion on question of free talent appearances on benefit shows, the newly-organized Hollywood Coordinating Committee for Stage, Screen & Radio has set up a clearance source for all such requests. Fred W. Beetson, vice-president of Motion Picture Producers Assn. has been appointed chairman, with Charles K. Feldman executive of Feldman-Blum Corp., artists service, serving as talent director. All branches of the entertainment industry, including producers, writers, directors, actors, networks and theatre authority, have voted full approval of the committee's function of investigating free talent calls whether to individuals, radio or film studios. After ascertaining bona fide standing of such requests, the committee then refers them to the actors' committee, headed by Clark Gable, film star, for staffing.

Syracuse Club

MALE members of the program departments of the four Syracuse stations—WAGE WFBL WOLF WSYR—have formed the Mike-Men's Club which meets every Monday. Purpose is purely social with "bull session" of shop talk centering around the problems of the various program departments. Officers elected at the Jan. 5 meeting were George Perkins, WFBL, president; Jim Delins, WFBL, vice-president; Jack Deal, WAGE, secretary.

Lieut. Hayes Assigned New Army Publicity Post

LIEUT. JOHN S. HAYES, since last April executive officer in public relations for the Plant Protection & Intelligence Branches of the Office of the Quartermaster General of the Army, has been named chief of the Public Relations Office of the Office of the Quartermaster General, according to a War Department announcement last Wednesday.

Lieut. Hayes, 31, a native of Philadelphia, entered radio in 1931 and for several years served as program director of WIP, Philadelphia. Six years ago he joined the New York staff of MBS. Before going to Washington he was assistant program director of WOR, New York, and MBS. In his new post he will supervise radio and speech, planning, press, trade contacts and exhibit sections of the Public Relations Branch.

LEE CHADWICK, formerly general manager of WPID, Petersburg, Va., has been named an information specialist in the War Department and will become chief of the radio section, Public Relations section, Office of the Quartermaster General.

Musterole Music

MUSTEROLE Co., Cleveland (proprietary), on Jan. 12 starts a Monday-Wednesday-Friday five-minute period of transcribed music, titled *Ole Dan*, on WOR WMCA and WJZ, New York, and WGN, Chicago. Contracts run 13 weeks. Agency is Erwin, Wasey & Co., New York.

"ALL OUT"
for a FULLTIME
RADIO JOB
in BOSTON

With a new, powerful radio transmitter—the only one located within the City of Boston—WCOP, now on full time, is gaining new listeners day and night. A new programming policy—better bands, better music . . . constant evening news flashes, and complete evening news programs every hour make WCOP a powerful selling force in the Boston Market.

WCOP
MASSACHUSETTS
BROADCASTING
CORP.
COPLEY-PLAZA
HOTEL
BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

WHO

at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

WHO'S WHO ON THE NEW BLUE

FROM Executive Committee Chairman Niles Trammell on down, the Blue executive staff is made up almost without exception of individuals who, while young in years, are veterans in terms of radio experience.

Mr. Trammell, who is adding the new position to his current job as president of NBC, is still safely on the sunny side of 50, yet he has been in radio for nearly 20 years, first as a salesman for RCA, and since 1928 with NBC, successively as central division manager, vice-president, executive vice-president and finally NBC president.

Mark Woods

Mark Woods, president of the Blue Network, tops even Mr. Trammell as a radio veteran although he celebrated his 40th birthday less than a month ago. Starting in radio with the broadcast department of AT&T, original operator of WEAF, Jan. 1, 1922, Mr. Woods became an officer of NBC at its organization in 1926 and has supervised the network's financial policies ever since. For several years he has been vice-president and treasurer of NBC and in addition to his nominal duties has had charge of all labor relations for the network.

Edgar Kobak

Edgar Kobak, executive vice-president of the Blue Network, studied engineering at Georgia Tech, switched to publishing as editor and salesman for McGraw-Hill, and became a vice-president before he was 30. He was appointed president of McGraw-Hill Co. of California, board chairman and secretary-treasurer of Electrical Trade Publishing Co., and board member of several other McGraw-Hill subsidiaries before he broke away to join NBC as vice-president in charge of sales in 1934.

Two years later he entered the agency field as vice-president of Lord & Thomas, returning to NBC in the fall of 1940 as vice-president in charge of Blue Network sales.

Saudek, Yandell

Robert Saudek, assistant to the executive vice-president in the new Blue setup, entered radio while a student at Harvard with a night job at WBZ-WBZA, Baston. He joined the program department of KDKA in his native Pittsburgh in 1933 and went to NBC in New York in 1938. Since then he has been continuously identified with Blue sales activities.

Vice-President and treasurer of the Blue is Lunsford P. Yandell, who left a career in banking and mining to join RCA as a financial executive. Granted leave of absence to study European financial markets for the Securities & Exchange Commission, Mr. Yandell moved to NBC as sales manager and then executive manager of international broadcasting. Recently, he has been working on special assignments on the Blue Network.

Keith Kiggins, vice-president in charge of stations, is a Westerner who was running a cattle ranch while attending college when World War I took him overseas. On his return, he finished college and entered the investment banking business.

Kiggins, Norton

When that dwindled in 1929, he made a worldwide survey of the commercial aspects of radio which so interested NBC executives that he was invited to join the station relations department, serving first as assistant and later as manager. In 1939, Mr. Kiggins was named director of the Blue Network and in 1940 Blue sales manager.

Station relations manager under Mr. Kiggins is John H. Norton Jr., who has been assistant to the vice-president in charge of stations and manager of the Blue network division of the NBC stations departments.

Before joining NBC, he was associated with Gulf Refining Co. and the financial house of Hemphill, Noyes & Co. Otto Brandt, who joined NBC in 1933 as a page and who has latterly served as assistant to Mr. Norton, will become a Blue station contact representative.

Feltis, Merryman

Hugh M. Feltis, also a station contact representative, left KOMO-KJR, Seattle, where he was commercial manager, to join the Blue.

Engineering consultant to the stations department will be Philip I. Merryman. In 1927 he joined NBC as operations supervisor, handling the engineering end of network operations for NBC's Washington affiliates until 1937 when he was transferred to the New York station relations department beginning the work that led to his present post.

Carlin, Borroff, Stirton

Phillips Carlin, vice-president in charge of programs, entered New York U with an athletic and debating scholarship and came out with a Phi Beta Kappa key; tried an experiment at WEAF which landed him a job as announcer. Since then he has been studio director, station manager, sustaining program director, Red Network program manager, and now vice-president in charge of programs for the Blue Network.

Edwin R. Borroff, central division manager of the Blue Network, started in radio in 1923 with KYW, then in Chicago. He became sales manager of WENR in 1928. Two years ago he was named Blue Network sales manager in the central division. Program Manager of central division is James Stirton who, although only 29 has had more than a decade of programming, artists' management and theatrical chores. Joining NBC Artists Service, he was subsequently moved to Chicago as Artists Service manager.

Thrower, Benson, Moore

Fred M. Thrower Jr., general sales manager of the Blue Network, has spent his entire business career with NBC, which he joined in 1929. After four years at various jobs, he was transferred to the sales department as junior and then as full salesman.

Eastern sales manager, George M. Benson, left the Harvard Graduate School of Business Administration in 1931 to join McGraw-Hill in sales and sales promotion, moving to NBC's sales staff in 1934. When a separate sales staff for the Blue Network was organized, he was transferred there.

Tracy Moore, western sales manager, graduated from Oregon State as a civil engineer, a profession that after four years led to the engineering and technical advertising business. Mr. Moore organized Western Catalog Service and in 1932 switched to radio as sales manager of KEX, Portland, Ore. In 1934 he joined the NBC sales staff, subsequently becoming western sales manager for the Blue Network of NBC.

Grabhorn, McNeil

Murray B. Grabhorn, national spot sales manager for Blue Network stations WJZ, WENR, KGO and WMAL, entered radio as salesman for the Don Lee Broadcasting System, later becoming sales manager of KHJ and KFRC.

After a year back East as manager of the New York office of John Blair & Co., Mr. Grabhorn joined Hearst Radio, organizing International Radio Sales. He next was national sales manager of WFIL, Philadelphia. Next step was to Transamerican Broadcasting & Television Corp. as New York manager of WLW.

John H. McNeil, recently of the Blue Network sales staff, has been appointed to the newly-created post of manager of WJZ, New York key station of the Blue.

Four years of advertising agency work in Detroit and New York led to a promotion job and then to a sales position with *Liberty Magazine*, from which in 1936 he joined NBC's sales staff.

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

Charles E. Rynd, sales service manager, left MIT as an engineer, but soon got sidetracked into sales work. Joining NBC in 1935, he was appointed assistant to the sales traffic manager, holding that post until the formation of a separate Blue Network sales organization when he was placed in charge of the Blue Network sales service section.

E. P. H. James, in charge of the Blue Network's publicity, advertising, sales promotion and research, was born in London where he got his education both at the U of London and from his father, president of the P. F. James Adv. Agency. Coming to America in 1926, Mr. James worked as a salesman and agency copy man for a few months before joining NBC in 1927 to start its sales promotion department. He has been promoting sales ever since and in the meantime has become an American citizen.

Hauser, Mullin

Bert J. Hauser, sales promotion manager of the Blue, began his business career as a publicity man but soon joined American Thermo-Ware Co. as sales promotion manager. After a turn with Robert E. Ramsay Organization, agency specializing in sales promotion, he joined NBC where he has handled a wide variety of promotional activities.

For several years he was NBC's manager of station promotion, supervising the advertising of the spot division and the M&O stations. More recently he has concentrated on Blue network promotion.

Earl Mullin, manager of the publicity department, began a journalistic career by covering police for the Chicago City News Bureau while attending Northwestern. He joined NBC in 1938 as a staff writer, served in the president's office and has since been assistant manager of the NBC press department.

Milne, Kemble

Chief Engineer George Milne started in radio as an amateur and when the broadcasting division of AT&T was organized, his ham activities led to his transfer from Western Electric where he had been employed. Mr. Milne joined NBC at its inception as operations supervisor and engineering advisor to network stations, subsequently advancing to eastern division engineer.

Dorothy Kemble becomes continuity acceptance editor for the Blue after four years service as assistant to Janet MacRorie, head of NBC's continuity acceptance department.

Edward F. Evans, research manager, has been a member of NBC's research division since 1934 and for the past three years has supervised all surveys and sales research projects for that department.

D. B. Van Houten joined NBC in 1930 as assistant purchasing agent and later was shifted to the general service department. After supervising installation of office systems in New York and other NBC offices, he became manager of the office services division, which led to his election as office manager for the Blue Network.

NAB Goes All-Out For War Planning

WITH ALL-OUT for war the keynote, the NAB board of directors met in Washington last Thursday and Friday, approving a series of projects directly related to the war emergency. Proposals for new censorship regulations (see Page 8) was approved as the major action.

The Board discussed at length proposed appointment of a liaison officer for the industry, to contact war agencies. Such an appointment had been suggested by the Radio Cordinating Committee of five, formed by George B. Storer, Fort Industry president, and the name of Walter J. Damm, WTMJ general manager, had been mentioned, with qualified acceptance indicated.

Industry Appointment

In view of the ambiguity surrounding this proposed appointment, the Board concluded it would cooperate with anyone named by FCC Chairman Fly. Mr. Fly, however, has said he would not name anyone, but the appointment should be made by the industry. Further exploration will be undertaken.

The Board approved a plan presented by A. J. Fletcher, WRAL, Raleigh, for training of operators, not only to keep an ample supply of technicians available for the industry, but also to meet the exhaustive needs, running up to some 200,000, of the armed services. Engineers at stations will train such student technicians to the limit, in collaboration with the U. S. Office of Education, which has included radio technicians among essential defense training pursuits.

The Board voted to pursue a plan for non-strike arrangements in the industry for the duration, in conformity with President Roosevelt's suggestions.

It reiterated its approval of universal, rather than piecemeal daylight saving time as a war measure.

Twenty-three of NAB's 26-man board were present.

Absentees were Clarence Wheeler, WHEC; Harrison Holliway, KFI-KECA, and George W. Norton Jr., WAVE.

Mr. Norton was elected at the session to succeed Charles W. Myers, KOIN-KALE, Portland, former NAB president, as a director at large for medium stations who had resigned because of pressure of other activities, after having served as an NAB officer or director for more than a dozen years. Mr. Bill, code committee chairman last year, was elected to succeed William H. West Jr., former general manager of WTMV.

Insurer Using 60

WESTMINISTER LIFE Insurance Co., Chicago (family group life insurance), on Jan. 12 starts weekly live talent barn dances ranging from quarter to half-hour in length and daily one-minute spot announcements on 60 stations. Agency is United Adv. Cos., Chicago.

POWER!
—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

P-s-t . . . They Listen . . . and BUY . . . When You Use the Tri-Cities' "Inside Pull"

THE PERFECTLY BALANCED MARKET
World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production—served by WHBF!

. . . and the PROVED Tri-City "Inside Pull" for sales is WHBF! Our full schedule of advertisers are proving it to themselves—*every day*. There's no secret about it—any one of the 25,466 retail stores or 3,221 wholesale establishments in the Tri-City area can tell you. WHBF is by far the most powerful Tri-City "voice" . . . bringing 18 hours daily of local news, activities and top-flight entertainment—regardless of weather. We have some very significant PROOF of what "Inside Pull" can do for YOUR Tri-City sales. Why not look it over? Write WHBF, the station *preferred* by Tri-City listeners, or—

Howard H. Wilson Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

"Looks like we're in the right territory, Spike. WFDF Flint Michigan just said they cover a payroll of $137,933,922."

Where But
WSYR
SYRACUSE
can you get
COMPLETE program
building facilities?

TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ
5000 WATTS
The only CBS outlet for Northeastern Wisconsin
NIGHT and DAY
GREEN BAY, WISCONSIN

The Northwest's Best
Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Bonus News

WTMJ, Milwaukee, shared with employes of the *Milwaukee Journal*, owner of the station, in the $250,000 Christmas bonus distributed to 1,050 employes and represented 10% of each staff members's annual salary.

A BONUS of 20% of their year's salary, half in Defense Bonds, was given the entire staff of WGAR, Cleveland, as a Christmas gift from John F. Patt, vice-president and general manager, and directors of WGAR Broadcasting Co.

WHB, Kansas City, distributed a Christmas bonus of one week's pay to employes.

WING, Dayton, O. continuing a policy inaugurated last year, has again distributed a Christmas bonus, consisting this year of 20% of the station earnings and divided among the employes on the basis of value and length of service.

KHQ-KGA, Spokane, following the policy established 20 years ago, gave Christmas bonuses to staff members at the annual Christmas party in Defense Savings Bonds instead of the usual checks presented by Louis Wasmer, stations owner. Harold Zent, public relations director of KHQ-KGA, outlined the procedure by which employes may secure more Defense Savings Bonds through the Voluntary Payroll Deduction Plan.

WJBK, Detroit, joined the list of stations giving U. S. Savings Bonds as the annual Christmas bonus. Each of the 63 employes of the station received a gift of a bond ranging in value from $25 to $250, depending on length of service.

WBRK, Pittsfield Mass., distributed among its employes a Christmas bonus amounting to three weeks' salary, the fifth bonus given by the station since May 1, 1941, according to Monroe B. England, WBRK owner.

WMAZ, Macon, Ga., presented each of its employes with a Christmas bonus of three weeks' salary. This was in addition to a 10% increase given in July and dated back to Jan. 1, 1941, with checks presented for the amount due.

WJHL, Johnson City, Tenn., distributed Christmas bonuses totaling more than $1,000, the second bonus of the year, the first in July totaling over $500, paid by W. H. Lancaster, president and general manager.

BONUS of a half-week's pay was given over 40 staff member of WHBF, Rock Island, Moline and Davenport, the second time this year for such a bonus, the other given in July.

KTSA, San Antonio, gave its staff a Christmas bonus equivalent to two weeks in pay, half in cash and half in Defense Bonds.

BONUS, amounting to approximately one week's salary was paid to 100 regular and semi-regular staff employes of KOIN-KALE, Portland, Ore. by Charles L. (Chuck) Myers, president.

KDYL, Salt Lake City, through S. S. Fox, president and general manager, presented each employe a Christmas bonus check.

KOCY, Oklahoma City, gave staff members Defense Bonds as Christmas bonuses.

WOR, New York, paid out all Christmas bonuses in the form of Defense Bonds and Stamps. Employes who were with the station prior to Jan. 1, 1941 received the equivalent of two weeks' salary; those who joined the staff between Jan. 1 and Sept. 1, 1941, one week's salary in bonds and stamps and those who came after Sept. 1, one Defense Bond.

Chambers to Navy

JOSEPH A. CHAMBERS, partner in the Washington consulting engineer firm, McNary & Chambers, last Friday entered active duty with the Bureau of Engineering of the Navy Department. He was given the rank of Lieutenant Commander. James C. McNary, senior partner, will continue operation of the firm, under his own name. Lieut. Comdr. Chambers was chief engineer of WLW, Cincinnati, before joining the firm six years ago.

Mr. Chambers

LABOR IS INVITED TO JOIN DCB WORK

ENHANCING the position of labor and industry in Defense Communications Board functions DCB-FCC Chairman James Lawrence Fly last Friday announced that representatives of labor would be invited to participate in the work of seven DCB communications committees.

He indicated also that joint meetings of the Industry and Labor Advisory Committees will be "held as needed in order to assure complete industry solidarity in the tasks ahead". The move is part of a plan developed by DCB, after a meeting with its Labor Advisory Committee.

The board authorized Chairman Fly to invite the AFL, CIO and National Federation of Telephone Workers to certify nominees for members and alternates on seven DCB committees—aviation, cable, domestic broadcasting, international broadcasting, radio communications, telegraph, telephone. Actual appointments are to be made by DCB itself, with the three labor organizations submitting nominations.

The board last Wednesday also invited the Labor Advisory Committee to name one of its members to Committee XII, the Communications Liaison Committee for Civilian Defense, Chairman Fly revealed. In making the announcement, Chairman Fly praised labor's and industry's cooperation with DCB.

WDAY, Fargo, N. D., gave employes a New Year's bonus in accordance with their years of service with the station. Persons with more than ten years' service got two weeks salary; five years a week and a half, and those less than five years, a week. Fifty persons received the bonus.

WPAT, Paterson, N. J., celebrating its first Christmas on the air, paid out bonuses of one week's salary.

WPTF Bonuses

FOLLOWING a Christmas bonus of a week's salary to employes of WPTF, Raleigh, was a notice of an Emergency Bonus for all receiving $55 weekly or less. Instituted by J. R. Weatherspoon, president, and Richard H. Mason, general manager, the plan calls for a 5% bonus in the $55 weekly or less category. This bonus is to be continued for the duration and is designed to help meet the rising cost of living.

FDR Congress Messag Near to Daytime Recor

SECOND LARGEST daytime audience or 52% of the country's radi set-owners interviewed at home b the Cooperative Analysis of Broadcasting heard President Roosevel deliver to Congress Jan. 6 his annual message on the state of th Union, which was broadcast 12:30 1:10 p.m. on all major network

On Dec. 8 the President's appe to Congress for a declaration war against Japan attained a ra ing of 65.7%, his highest evenin audience, and the next evening Dec 9 his broadcast on the war brok all nighttime listening levels wit a rating of 83% of set-owners interviewed at home. On Sept. 11 1941, his Greer Incident speech, delivered at 10 p.m., rated 72.5%, an on Dec. 15, when participating i the Bill of Rights evening broadcast, he was heard by 63.3% of set-owners interviewed.

IBEW Loses RCA Vote

HOURLY production workers o the Hollywood plant of RCA Mfg Co. have voted against making Lo Angeles Local 40 of Internationa Brotherhood of Electrical Worker their bargaining agency, it was disclosed Jan. 7 when ballots wer tabulated in an election ordered b the National Labor Relation Board. Although 208 employe were eligible to vote, only 159 cas ballots, with 84 voting agains IBEW. Although no other organization appeared on the ballot, i is understood that United Radi Electrical & Machine Workers Union, CIO, claims to represent th majority. IBEW has petitione NLRB to be declared bargainin agent.

ROBERTO I. UNANUE, CBS Lati American news editor, has been sen to Rio de Janeiro to cover the Conference of Foreign Ministers this week, t broadcast reports of the proceeding in Spanish via CBS shortwave station WCRC and WCBX, which will sen the programs to any of the 74 CBS affiliates in Latin America wishing t carry them. Eric Sevareid, CBS Washington correspondent, will report th conference for the CBS domestic work

250 WATTS • 1400 KILOCYCLES
NEWS
Every Hour on the Hour
WHBQ
MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

Buyers of Time

MORTON BASSETT Jr.

A FIVE-Year radio veteran at 24, Mort Bassett, time-buyer of Morse International, New York, is a claimant to the "youngest" title, in the timebuying field. Mort handles the radio buying for all the Vick Chemical Co. products on well over 275 stations — some 200-odd spot and 75 for the Vick Red network show, *The Nichols' Family of Five*, in campaigns for Vapo-Rub, Vatronol, Vicks cough drops, AQ nose drops and Vicks inhaler.

A friendly smile, a warm handshake, is Mort's welcome to his office in the Chanin Bldg., New York, where the Vick company also is located, with agency and client working closely together. Radio has always been his life's ambition, Mort says.

From his early school days he attended broadcasts, studied sound effects, tinkered with radio sets at home. On graduation from Newtown high school in Elmhurst, L. I., in 1934, he took a night course in radio technique at Textile Institute and later entered the Central School of Business and Art in New York to study public speaking. Mort wanted to be a radio actor or announcer.

But his first job was a little far afield. In 1935 he became a junior law clerk in the firm of Davis, Polk, Wardwell, Gardner & Reed (he rattles it off without blinking an eyelash) but in the latter part of '36 got his toe-hold in radio. He landed with NBC as a general all-round service man. In 1938 he became assistant circulation manager under Jack Greene. Here Mort acquired foundations for his present job. While conducting surveys of listening habits in local areas throughout the country, he gained a thorough knowledge of local stations, power and coverage. During these years he became something of a cartographer, recording survey results on maps of his own making.

Mort was born in Astoria, Long Island, Sept. 21, 1917. He is married (Dorothy Miller of New York, November 1940). At home in the Jackson Heights section of New York, he is busy these days as an auxiliary fireman. An amateur photographer and dog fancier, he recently bought a recorder and is trying to synchronize home pictures with sound tracks for home talkies; and in addition to his Dalmatian, "Chief", he is about to add two more of the canine pedigreeds. In tune with the times will name them "Captain", and "Lieutenant".

Flash Signals

A SPECIAL SYSTEM of signals to warn technicians at every affiliated station that special news will follow has been designed by Hugh A. Cowham, CBS commercial engineer in charge of traffic. Five minutes before a regularly scheduled broadcast goes off the air, an unobtrusive tone signal is added to the sounds of the program, just a little less loud than the level of the program which is on the air. Three short dashes indicate that special bulletins will follow the end of the current show while five short dashes mean the news to be heard is more than usually important. One long tone advises technicians that an urgent announcement will be made, not in five minutes, but at once. Ten seconds after that dash of tone is heard, whatever is being broadcast is interrupted for the flash.

Ilka Chase Sustaining

ILKA CHASE, whose *Penthouse Party* program on NBC-Blue, Wednesdays, 9:30- 10 p. m. was dropped by R. J. Reynolds Tobacco Co., (Camels) on Dec. 31 [BROADCASTING, Dec. 22], will continue on NBC as a Red sustainer, Saturdays, 12:30-1 p. m. Title of her show will be changed to *Luncheon Date With Ilka Chase* and a new cast will include Brad Raynolds, Paul Laval's Orchestra and three guests. First of the new series will be aired Jan. 10. Program will continue to be produced by the William Morris Agency with Jack Meakin, of the NBC staff doing the directing.

High-Power Probe Conducted by FCC

WHAT WAS to have been a hearing on operation of W8XO, high-power experimental subsidiary of WLW, which operates with 500,000 watts during the early morning hours, developed into a "no contest" proceeding before the FCC last Thursday. WOR, New York, operating on the adjacent frequency of 710 kc., however, placed in the record testimony of witnesses regarding interference that would be caused by the high-power operation, particularly in the light of war-defense activity of the station.

At the outset William J. Dempsey, Crosley counsel, placed in the record a statement waiving the right to present any evidence and admitting the allegations of WOR as to interference conditions. WOR, through Frank D. Scott, counsel, offered testimony of experts on possible interference.

Contribution to Art

Crosley said the proceedings arose from the filing of an application for authority to operate W8XO as a developmental station from midnight until 6 a.m. with maximum power of 750,000 watts instead of 500,000 watts. The increased power was requested to test technical feasibility of 750,000 watt transmitting equipment.

Since Crosley has already submitted all of the evidence to the Commission which it deems relevant to the issues raised by the application, it said the hearing would be a waste of the Commission's time as well as that of the other parties and a needless expenditure of money to put witnesses on the stand to testify to facts which are either conceded or which have nothing to do with the matter under consideration." Regarding the WOR contentions, Crosley said it "concedes the accuracy of the facts" which WOR alleged.

Meanwhile, published reports that WLW had offered its 500,000-watt experimental transmitter to the Government for placement by the Donovan Committee in Iceland as a propaganda outlet, received no confirmation in official quarters. It is known, however, that the Donovan Committee has made inquiries about use of high-power stations both in this country and abroad.

Where Sales Multiply
W
E
Air Castle of the South
50,000 WATTS
CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Texas
Gulf Coast
Industrial Area
$

STAGGERING THE IMAGINATION....

$100,000,000.00

....ALL IN ONE SPOT!

Here's the *New* market you've been looking for — **$100,000,000.00** in Defense Contracts dropped right into the heart of this **concentrated Texas Gulf Coast Industrial Area** — and that in addition to the already prosperous retail trade in the Beaumont-Port Arthur Metropolitan Areas. **$53,628,000.00** was spent in the retail stores of these two cities in 1939, according to official census reports. ***PLACE YOUR SCHEDULES WHERE YOU KNOW THE PAYROLL!***

KFDM
FULL TIME
560 KC
1000 WATTS
BEAUMONT
NBC BLUE NETWORK
Represented by
HOWARD H. WILSON COMPANY

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSIONS
JANUARY 3 TO JANUARY 9 INCLUSIVE

Decisions . . .

JANUARY 6

WROL, Knoxville, Tenn.—Granted consent voluntary assignment license to Stuart Broadcasting Co.

WFTL, Fort Lauderdale, Fla.—Granted CP new transmitter directional N increase 10 kw change 710 kc.

WINN, Louisville, Ky.—Granted modification license increase 250 w unl.

WHKY, Hickory, N. C.—Granted CP new transmitter directional increase 1 kw N 5 kw LS change 1290 kc.

WKWK, Wheeling, W. Va.—Granted modification license 250 w D & N.

WSFA, Montgomery, Ala.—Granted CP increase 5 kw install new transmitter, directional.

WMBD, Peoria, Ill.—Granted CP directional N increase 5 kw N.

KYOS, Merced, Cal.—Granted CP change 1490 kc increase unl. hours equipment changes.

WWVA, Wheeling, W. Va.—Granted extension special service authorization for period not to exceed one year.

WOWO, Fort Wayne, Ind.—Granted extension special service authorization for period not to exceed one year.

KVOO, Tulsa, Okla.—Granted extension special service authorization for period ending April 5, 1942.

DESIGNATED FOR HEARING—**NEW, Newark Broadcasting Corp., Newark, N. J.; NEW, Frequency Broadcasting Corp., Brooklyn; Yankee Broadcasting Co., New York**; advanced consolidated hearing date to 1-19-42; **NEW, Mosby's Inc., Anaconda, Mont.**, CP new station 1230 kc 250 w unl.; **NEW, Donald Flamm, New York**, CP new station 620 kc 5 kw directional D & N.

WJZ, New York—Denied petition for rehearing against 10-25-41 action on KOB.

WELL, Battle Creek, Mich.—Denied petition reconsider and grant without hearing license renewal now designated for hearing.

NEW, Allen B. DuMont Labs. Inc., New York—Granted CP new commercial television station channel No. 4 ESR of 950 A5 and special emission for FM.

KOB, Albuquerque—Renewed regular license to 4-1-44; extended SSA to 3-10-42.

Applications . . .

JANUARY 8

KFQD, Anchorage, Alaska—Modification license to unl. time.

NEW, Green Mountain Broadcasting Corp. Inc., Brattleboro, Vt.—CP new station 1490 kc 250 w unl.

WCBM, Baltimore—CP change 820 kc increase 5 kw new transmitter directional D & N.

NEW, The American Network Inc., New York—CP new FM station 47.9 mc 8,840 sq. mi. population 12,526,151.

WDSU, New Orleans—CP reinstate assignment increase 5 kw new transmitter directional D & N.

NEW, J. A. Eisele, Fort Worth, Tex.—CP new station 1400 kc 250 w unl.

WMSL, Decatur, Ala.—Acquisition control by Mutual Savings Life Insurance Co. thru purchase 40% common stock from C. H. Calhoun Jr.

NEW, Nashville Broadcasting Co., Nashville, Tenn.—Amend. applic. CP new station to partnership adding name J. C. Buchanan.

KOMA, Oklahoma City, Okla.—Amend CP request 10 kw directional changes and equipment.

KVOS, Bellingham, Wash.—Special service authorization 790 kc 250 watts to 10-1-42.

KFMB, San Diego, Cal.—CP change 1170 increase 5 kw.

JANUARY 9

WGKV, Charleston, W. Va.—CP equipment changes increase 250 w.

KOCA, Kilgore, Tex.—Authority transfer control to Roy G Terry thru transfer 90 shares common stock.

NEW, Fred Jones Broadcasting Co., Tulsa, Okla.—Amend CP new station to 1030 kc. contingent on KOB release; request 50 kw D & N directional N.

NEW, Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—CP new station 1450 kc 250 w unl.

NEW, Associated Broadcasters Inc., Indianapolis—Applic. CP new station amended to 250 w day only.

KWK, St. Louis—Amend applic. CP to request 25 kw N 50 kw D with directional changes.

Tentative Calendar . . .

NEW, Utica Observer-Dispatch Inc., Utica, New York, CP 1450 kc. 250 w unl.; **NEW, Utica Broadcasting Co. Inc., Utica**, same; **NEW, Midstate Radio Corp., Utica**, CP 1470 kc 1 kw unl directional D & N (consolidated hearing, Jan. 12).

WAAF, Chicago, CP 950 kc 1 kw unl. directional N (Feb. 24).

KALB, Alexandria, La., CP 580 kc 1 kw directional N unl (Feb. 27).

Network Accounts

All time EST unless otherwise indicated.

New Business

PET MILK Co., St. Louis (irradiated milk), on Jan. 6, 13, 15 and 20 adds 9 CBS stations to Mary Lee Taylor's *Experimental Kitchen* making a total of 73 stations, Tues. and Thurs., 11-11:15 a.m. (rebroadcast, 1:45-2 p.m.). Agency: Gardner Adv. Co., St Louis.

CARTER PRODUCTS, New York, on Jan. 4 started *Inner-Sanctum Mystery* on 15 Canadian Broadcasting Corp. second network stations,' Sun. 9:30-10 p.m. (EDST). Agency: Street & Finney, N. Y.

J. B. WILLIAMS Co. (Canada), Montreal (shaving cream), on Jan. 5 started *True or False* on 16 Canadian Broadcasting Corp. second network stations, Mon. 9:30-10 p.m. (EDST). Agency: J. Walter Thompson Co., Montreal.

QUAKER OATS Co., Chicago (Quaker and Mother Oats), on Jan. 5 added 14 NBC-Red stations to *That Brewster Boy*, making a total of 64 Red stations, Mon., 9:30-10 p.m. Agency: Ruthrauff & Ryan, Chicago.

CELANESE Corp. of America, New York (yarns & fabrics), on Jan. 7 added five stations (WBT KROY WBIG WDBJ WREC) and dropped one (WNOX), on *Great Moments in Music*, making a total of 56 CBS stations, Wed., 10:15-10:45 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS., Toronto (Rinso), on Jan. 5 started *Lionel Parent* on 4 Canadian Broadcasting Corp. French stations, Mon. thru Fri., 6:30-6:45 p.m. (EDST). Agency: Ruthrauff & Ryan, N. Y.

CALIFORNIA PACKING Co., San Francisco (canned foods), on Jan. 12 starts for 52 weeks, *William Winter*, news analyst, on 15 CBS-Pacific and Mountain group stations. (KNX KARM KQW KROY KOIN KIRO KFPY KOY KTUC KLZ KSL KVOR KGGM KVSF KROD), Mon. thru Fri., 12:30-12:45 p.m., (PST). Agency: McCann-Erickson, San Francisco.

PHILLIP MORRIS & Co., New York (cigarettes), on Jan. 2 added 8 stations to *Phillip Morris Playhouse*, making a total of 101 CBS stations, Fri., 9-9:30 p.m. Agency is Biow Co., N. Y.

PHILLIP MORRIS & Co., New York (cigarettes), on Jan. 4 added 6 stations to *Crime Doctor*, making a total of 74 CBS stations, Sun., 8:30-8:55 p.m., rebroadcast 11-11:25 p.m. Agency: Biow Co., N. Y.

LEVER BROS., Toronto (Sunlight Soap), on Dec. 30 started *In the Sun With Aunt Lucy* on 5 Canadian Broadcasting Corp. French stations, Mon., thru Fri., 1:30-1:45 p.m. (EDST). Agency: Ruthrauff & Ryan, N. Y.

Renewals

B. T. BABBITT Inc., New York (Bab-O and Lycons), on Feb. 16 renews *David Harum* and adds 7 NBC-Red stations, making a total of 52 Red stations, Mon. thru Fri., 11:45 a.m.-12 noon. Agency: Maxon Inc., N. Y.

SEASIDE OIL Co., Los Angeles, on Jan. 4 renewed for 13 weeks *Seaside Spelling Bee Liner* on 6 CBS Pacific Coast stations (KNX KQW KROY KARM KOY KTUC), Sunday, 5:30-5:55 p.m. (PST). Agency: McCarthy Co., Los Angeles.

KRAFT CHEESE Ltd., Toron on Jan. 1 renewed *Kraft Music H* on 28 Canadian Broadcasting Cor stations, Thurs., 10-11 p.m. (EDST Agency: J. Walter Thompson C Toronto.

STANDARD BRANDS, Ne York (Chase & Sanborn coffee), Jan. 4 renewed for 52 weeks *Chase* *Sanborn Show*, on 90 NBC and CBC stations, Sunday, 8-8:30 p. (EST). Agency: J. Walter Thomps Co., N. Y.

STERLING PRODUCTS Inc Wheeling (Bayer Aspirin), on Fe 1 renews for 52 weeks *American A* *bum of Familiar Music* on 68 NB Red stations, Sun., 9:30-10 p. Agency: Blackett-Sample-Hummer N. Y.

CARTER PRODUCTS Inc., Ne York (liver pills), on Jan. 4 r newed for 52 weeks *Inner Sanctu* *Mystery* on 63 NBC-Blue station Sun., 8:30-9 p.m. Agency: Stac Goble Adv. Agency, N. Y.

GENERAL FOODS Corp., New Yor (Jell-O), on Dec. 29 renewed *Th* *Second Mrs. Burton* on 5 CBS Pacif stations, Mon. thru Fri., 4-4:15 p. (PST). Agency: Young & Rubican N. Y.

LEWIS-HOWE Co., St. Loui (Tums), on Jan. 20 renews for 5 weeks *Horace Heidt's Treasure Che* on 69 NBC-Red stations, Tuesday 8:30-9 p.m. (EST). Agency: Stac Goble Adv. Agency, Chicago.

DR. MILES CALIFORNIA Co., Lo Angeles (Alka-Seltzer), on Feb. 1 re news for 52 weeks, *Alka-Seltzer New* *paper of the Air*, on 32 Don Le Pacific Coast stations, Sun. thru Sat 10-10:15 a.m., 9-9:15 p.m. (PST) Agency: Associated Adv., Los Angele

PHILLIP MORRIS & Co., New Yor (cigarettes), on Jan. 27 renews fo 52 weeks *Johnnie Presents* on 98 NBC Red stations, Tues., 8-8:30 p.m Agency: Biow Co., N. Y.

Network Changes

LEVER BROS., Toronto (Lux), o Jan. 5 changed the weekly half-hou *C'Est La Vie* to daily quarter-hou program of the same name on 5 Canadian Broadcasting Corp. French stations, Mon. thru Fri., 10:45-11 a.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Jan. 21 shifts *Meet Mr. Meek* on 59 CBS stations Wed., from 7:30-8 p.m. to 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CHRYSLER Corp., Detroit (autos), on Jan. 22 cuts *Major Bowes' Original Amateur Hour*, on 84 CBS stations from Thursday, 9-10 p.m. to 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on Jan. 30 shifts the *New Old Gold Show* on 62 NBC stations from Mon., 7-7:30 p.m. (EST), with West Coast repeat 8-8:30 p.m. (PST), to Fri., 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron, on Jan. 19 shifts *Voice of Firestone* on 82 NBC-Red Stations, Monday 8.30-9 p.m. (EST), with West Coast repeat 8.30-9 p.m. (PST), from New York to Hollywood for two weeks. Agency: Sweeney & James Co., Cleveland.

ALVIN E. UNGER, for three years in the transcription division of the firm, has been named a vice-president of Frederic W. Ziv Inc., Cincinnati agency.

FOR ALL YOUR FM NEEDS
FM Broadcast Transmitters 250 to 50,000 Watts
Measuring and Testing Equipment
Tubes
FM Police and Emergency Transmitters and Receivers
S-T Transmitters
Receivers for Home and S-T Service
FM
GENERAL ELECTRIC

Tower in Budapest
Foreign Radiator Claimed to Beat That of WKY

EDITOR, BROADCASTING:

Page 24, your issue Dec. 29 carries a description of the antenna set-up of Radio Station WKY. As a part of that description of the statement is made that the height of 910 feet is, "Tallest in the nation and equal to the highest in the world".

The latter statement is, we believe, in error. At Budapest, Hungary, some ten years ago, was erected a 1,045-foot self-supporting vertical radiator on our insulators. What the vagaries of war may have done to this structure we do not know but presumably the station is still there and in operation.

So far as we are aware, this structure is the tallest in the world.

Lapp Insulator Co., Inc.,
Brent Mills, Sales Mgr.,
LeRoy, N. Y.

Jan. 2.

EDITOR'S NOTE: BROADCASTING, after contacting eight members of the International, Broadcasting and Information Divisions of the FCC, finally learned that the tower in Budapest was 1,035 feet high but no confirmation could be given that the tower still was in use.

Radio Writers Are Told Of Wartime Opportunity

CONTRIBUTIONS radio drama writers can make toward a final victory in the war were outlined last week by Bernard Schoenfeld, chief of the radio division of the Office of Emergency Management. Speaking before more than 200 members and visitors at an open meeting of the Radio Writers' Guild in New York, called to consider "how radio broadcasting may be made a more efficient weapon in the war for democracy", Mr. Schoenfeld told the group their talent can be used to give the people, in dramatic form, a vivid blueprint of victory.

To accomplish this end, writers should incorporate in their scripts information on what the Government is doing; interpretation of that information and exhortations for the people to rise to greater war efforts and united action, Mr. Schoenfeld pointed out.

Pepsi-Cola Renews

PEPSI-COLA Co., Long Island City (beverage), during the first weeks in January is renewing for 1942 all contracts for transcribed announcements on the recently expanded list of 12 stations in the New York metropolitan area. Agency is Newell-Emmett Co., New York.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Regional Midwest network station has good opportunity for man with some radio sales experience. 15% commission, $25.00 guarantee to start. Box 1, BROADCASTING.

Sports Announcer—Experienced in baseball announcing, preferably major league, to work with one of nation's leading sports announcers on play-by-play of games in major market. Must be cooperative as well as able. Minimum scale $35. More if worth it. State experience and draft classification. Box 4, BROADCASTING.

First Class Operator—Draft deferred/exempt; N. Y. State; state qualifications fully. Box 5, BROADCASTING.

Chief Engineer—Local eastern station major network affiliation. Please reply fully giving age, draft status and salary desired. Address Box 6, BROADCASTING.

Engineer—Licensed, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 7, BROADCASTING.

Situations Wanted

Transmitter Engineer—Experienced control room, transmitter maintenance, marine radio operating. Hold first class Telephone-Telegraph licenses. Available immediately. Married. Draft exempt. Dependable. Box 3, BROADCASTING.

Engineer—Now employed in Northern 50 kw. station desires position in Central or Southern U. S. A. Previous experience as Chief Engineer, construction, installation. Box 8, BROADCASTING.

PROGRAM DIRECTOR—STUDIO CONTROL ENGINEER—Sixteen years' experience. Draft exempt. Box 9. BROADCASTING.

Situations Wanted (cont'd)

Combination—Announcer, Program Director, Continuity Writer, News and Sports Commentator available for immediate duty in Eastern states. Single, twenty-nine, college graduate, draft exempt by impaired vision. References and audition upon request. Box 11, BROADCASTING.

Announcer—College graduate, excellent musical background plus commercial experience, desires position with progressive station. 23, draft exempt, best references, dependable. Box 12, BROADCASTING.

Good announcer — newscaster; former mutual, now employed NBC. Control room operator. Box 14, BROADCASTING.

Experienced radio engineer — 15 years background all phases standard broadcasting engineering, desires position progressive station. Draft exempt. Box 13, BROADCASTING.

Wanted to Buy

Good Condition—Two late model RCA, WE, or Presto turntables with pickups; one RCA, WE or Collins speech console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

Turntables and Vertical-Lateral Pickups—General Radio Frequency and Modulation Monitors, Microphones and speech equipment. Advise details and price. Box No. 643, Cherokee, Iowa.

Will Buy—A used 1kw. transmitter. Also used microphones in good condition. State full particulars and price. Box 10, BROADCASTING.

For Sale

New RCA Recording Head—For use on their 70B table, cost $85.00, will sell for $42.50. KGVO, Missoula.

"DICTATOR" say our advertisers. "You tell 'em to buy and they do buy . . . in six states." Doesn't this give you an idea?

WIBW The Voice of Kansas in TOPEKA

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.
ACCURATE

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

Radio Rights in Lone Ranger Upheld in Drastic Court Ruling

Cox-Powell Use of Name Draws Harsh Opinion From Three-Judge Federal Appellate Body

IN A SWEEPING decision establishing new legal protection of radio dramatic property, the U. S. Circuit Court of Appeals in Richmond last Monday (Jan. 5) upheld the rights of the Lone Ranger Inc. against O. C. Cox, doing business as Wallace Bros. Circus, and Lee Powell, an actor who played the part of the "Lone Ranger" in a motion picture produced in 1937.

Reversing the decision of the District Court of the United States at Greenville, S. C., Circuit Judges Parker and Dobie and District Judge Chestnut, in an unanimous opinion written by Judge Parker, accorded the owners of radio dramatic property fullest protection against unfair competition of "filching" of scripts, personalities or characters.

Long Legal Battle

The action culminated a long fight by Lone Ranger Inc. and George W. Trendle, president of King-Trendle Broadcasting Corp., to protect the mythical cowboy hero, brain-child of Mr. Trendle.

The *Lone Ranger*, which originates at WXYZ, Detroit, is sponsored in the United States and Canada by General Mills, American Bakeries, Western Bakeries, Kilpatrick Bakeries Co., both network and by transcription. Nehi sponsors in Honolulu.

Lee Powell, the actor, played the part of Allan King in the Lone Ranger in the 1937 motion picture. Since then Powell has been appearing in the circus, prominently billed as "the original Lone Ranger", riding masked on the well-known white horse and emitting the distinctive cry, "Hi-Yo Silver." The effect of widespread advertisements, addressed particularly to children (a Lone Ranger Safety Club, promoted in connection with the radio program, has attained a membership of between 3 and 4 million young people), was to create definitely the impression that the Lone Ranger—made famous by the nationally-heard radio programs—was showing in person.

High lights of the opinion handed down by Judges Parker, Dobie and Chestnut were:

"The Lone Ranger should be considered as a trade name under which plaintiff's radio programs are broadcast, and defendants infringed plaintiff's rights therein when they advertised Powell as the 'original Lone Ranger'.

"The principle involved is the same as that recognized in that kind of unfair competition involving the use of a corporate or business name or to the ordinary case involving the unfair use of trade marks and names.

"We are not impressed by the argument that defendants are protected in what they have done because of Powell's connection with the motion picture licensed by plaintiff. Powell is not 'The Lone Ranger' at all—he is merely a moving picture actor who took the part of the 'Lone Ranger' in a motion picture play of that name produced long after the Lone Ranger of radio had become widely known.

"The only reason for defendant's desire to call himself the 'talking picture Lone Ranger' with 'Lone Ranger' emphasized and the qualifying words in smaller lettering, is to attract the patronage of those who will confuse him with the Lone Ranger of the radio programs.

"The plaintiff's program, titled *The Lone Ranger*, and the specific and distinctive characteristics of said radio broadcast presentation have a peculiar monetary value and the plaintiff and its licensees are entitled to protection as against any person or persons without license by the plaintiff who announce, advertise, perform, represent or publish in any manner, sound or form, which leads, or tends to lead, the public to believe that there is some connection or association with the radio program of the plaintiff, the name or the character of the program which have been identified to the general public."

Commenting upon the decision, Raymond J. Meurer, general counsel for The Lone Ranger Inc., observed: "The decision is a masterpiece of logic and yet so clear that nothing is left to the imagination. It is truly a milestone in the legal protection of radio dramatic property, and particularly pleasing to us since it confirms theories advanced nine years ago when a foundation for the protection of the Lone Ranger was first begun."

AGENCY OPTIMISM DESPITE OEM BANS

RESTRICTIONS recently ordered by the Office of Emergency Management on sugar deliveries, use of ethyl and methyl alcohol and other products will have no immediate effect on the bright prospect for radio advertising reported in BROADCASTING's outlook stories of Jan. 5, a check with agency account executives showed last week.

However, none would venture to guess what the long-range effect might be, though most took an optimistic view, and felt the next 60 days would be a period of "watchful waiting" after which definite trends will begin to emerge.

Packaging Troubles

Agencies handling toilet soaps, mouth washes, hair and scalp preparations, shampoos, face and hand lotions, deodorants, perfumes, shaving cream, tooth preparations and perfume materials—products containing ethyl alcohol, consumption of which is to be cut 15% in January compared to January 1941, and 30% next month—all stated that 1942 plans would proceed unaltered.

Curtailed deliveries of sugar, which have been restricted to the rate prevailing in the previous year based on the individual sugar buyers' record of inventory purchases during that period, likewise will have no immediate effect on radio advertising. Among the beverage advertisers Coca Cola, Canada Dry and Pepsi-Cola—large users of sugar—are continuing as planned, and here, too, it was indicated that new sources of sugar, particularly in Cuba, would be tapped to unfreeze the situation which now looms.

However, on the other side of the ledger, coming on the heels of the Government edict curtailing all automobile manufacturing, is the announcement by Chrysler Corp. that on Jan. 22 *Major Bowes' Original Amateur Hour* will be cut to a half-hour on 84 CBS stations, Thursdays, 9-9:30 p.m.

CHIEF NETWORK COUNSEL
SID HIX

Drawn for BROADCASTING by Sid Hix

"Now We've Been Sued by the Japanese Government!"

Franchise Impo In Tax Bill See

Prospect of Broadcast Le On Net Income Studied

WITH EITHER some sort of fra chise tax on broadcasting faciliti or a Federal levy covering all a vertising media considered entir possible, the broadcasting industr probably faces the prospect about $5,000,000 in additional tax as part of the huge $9,000,000,0 Federal tax program now und study, according to official and i dustry observers.

Some possibility even is seen f the enactment of both types taxes, although presumably a fra chise tax would be deductible fro an advertising impost.

Hearings Soon

Although Congressional hearing on the new tax bill, asked by Pres dent Roosevelt in his budget me sage last week, are not slated start until about Jan. 15, report have been current that the Trea ury Department is disposed to e tertain favorably a radio franchi tax plan. Also it is thought that cost-of-regulation tax plan for th communications industry has go by the boards, principally becaus it would not net the amount of reve nue on which sights have been set—probably a figure in the neighbo hood of $5,000,000.

The proposition of levying a ta on advertising activities per s or on media, came up recently, presumably following some of th footsteps of the abortive attemp last session to impose a 5-15 Federal tax on radio's net tim sales and another tax on billboar space. However, it can be taken fo granted that if the advertising ta gets any real consideration, th pitfalls of the time sales and bill board taxes will be avoided by th Treasury Department and Con gress.

When these proposals were approved by the House last year they met a united front attack by the advertising fraternity in general, on grounds of discrimination and the Senate Finance Committe deleted the provisions from the ta bill. Presumably any new mov in this direction would cover al media, to escape the discriminatio charge, although it may provid as much revenue from radio as th previous proposal.

The franchise tax proposition however, to some observers hold the upper hand. Certain advantage have been noted, as between a franchise and other forms of specifi taxes, principally that somethin definite in the way of a Federa franchise would be granted for payment of the taxes. However, it als has been pointed out that Federa franchises for operations such a radio stations may lay the entir industry open to additional Stat and local tax levies.

"A RADIO STATION *talks about* READERSHIP?"

BUY WAY is WLW's twice monthly radio merchandising newspaper.

BUY WAY's circulation is more than 11,000 among wholesalers, retailers and salesmen in the grocery, drug and tobacco field.

BUY WAY is not a "throwaway"; only those who personally ask to be placed on the list receive it.

BUY WAY's tabloid size pages are packed with selling news about WLW advertised products. Its sole purpose is to inform dealers about WLW campaigns designed to sell consumer goods merchandise.

WLW sent a questionnaire to 6,668 grocery, drug and tobacco wholesalers and retailers who get *BUY WAY* regularly.

Here is what we found out about BUY WAY readership:

97% of the dealers who answered the questionnaire informed us that they read *BUY WAY regularly;*

— 85.2% told us that *others* in their places of business read *BUY WAY* —4.8 readers per copy were indicated;

—92.5% said that they found *BUY WAY* helpful in their merchandising.

In the comments that accompanied their replies, wholesalers said they read *BUY WAY* "to anticipate demand". Many retailers said "this information is an aid to our stocking" and "*BUY WAY* guides me in making special displays of goods advertised over WLW".

BUY WAY's high reader interest is significant because it is purely a WLW merchandising newspaper. This interest reflects, on the part of dealers, a keen enthusiasm for WLW as a merchandise-moving influence—it shows how firmly the success legend of WLW has become implanted in their minds, and indicates how completely cooperation with WLW advertised products has become a part of the daily business routine of the men who move your merchandise.

WLW

THE NATION'S MOST MERCHANDISEABLE STATION

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